

Want more business? Here 's one way... Editorial by Chyrel Madden

DATES TO

REMEMBER:

- New Member Contest deadline— August 26
- Show & Tails Dog Fair—Aug 27
- WCR/TAR Convention, Austin, 9/9— 9/14
- Bras For A Cause— Sept. 29
- Installation of 2012 Officers— Dec. 8

“Comments of local chapter members attending their first State meeting...

“I networked with so many outstanding and professional members, gained from their experiences, and have already received a REFERRAL.”

“I was in AWE of the parliamentary procedure. Everything was so perfect.”

“My business has certainly gone to the next level with the technology tips learned in WCR sessions”.

“Incoming President said her time with WCR was making her a leader and she *didn't even realize it was happening.*”

Question: *Where can you get business enhancing tools...*

Answer: *WCR/TAR Fall Conference* where real estate professionals from all over the state will gather to hear from the *foremost experts* on business resources and learn technology tools.

- “5 Steps to Sales Success”,
- Insightful Broker Roundtables,
- Profitable time Management
- and MUCH MUCH MORE

Question: *Where can you get Referrals...referrals...referrals...*

Answer: *WCR/TAR Fall Conference*

The WCR referral network is AWE-SOME but it doesn't just happen. Like all other aspects of your business, you must “work it”.

Here's an example. I received a call from Linda, a realtor in Texas City who wanted a realtor to assist her brother in purchasing a home in New Braunfels. She said Donna suggested she call me. Donna is a WCR member whom I met a couple of years ago at a WCR State meeting.

This one referral paid my membership dues for many years. And it all came from attending a WCR State Meeting and networking with members!

In addition, *I've made life-long friends I can count on for advice, support, and fun.* I look forward to the monthly newsletters from Donna, and other member/friends throughout the State, and can't wait to give them a hug at the next meeting.

So here's your chance to improve your business through learning new skills and establishing a referral network. It will be SO EASY; the Conference is in AUSTIN this September.

Carpool with other members for a fun trip. [Click here](#) to see the full schedule of meetings, education, networking events, and functions for Women's Council of REALTORS®, and the full TAR Fall Conference schedule.

REALTORS® from all over the state will be there. What a great way to start your referral base! And WCR members negotiate the fee among themselves, typically less than relo companies.

But it's not all meetings & education. Whether it's “Under the Big Top” or a “Hawaiian Luau” with fresh Hawaiian leis, you'll enjoy the WCR TREPAC fundraiser event.

Make the commitment NOW to improve your business with WCR! Register **today** for the conference at www.wcrtexas.org. And make it a point to attend your local meetings as well. **See you there!**

Community Outreach

By Melissa Elizondo, Chairperson



**2nd Annual
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/Under 12 FREE
FREE Parking

RESCUE GROUPS



Weiner Dog Races & Weiner Mobile

ADOPTIONS



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, amazing discounts on your favorite pet products, and MUCH, MUCH MORE.

WANT TO BE A PART OF THE SHOW? Please visit our website for more information:
<http://www.wcrhillcountry.org/Show-Tails-Dog-Fair.html>

Training Demos &



"Ask A Vet"



Dog Houses



AND OF COURSE... HOT DOGS !



Costume Contests

Mobile Pet Grooming



We're In The News...

Starring on KENS 5 Saturday morning August 20th, was Melissa Elizondo, Chairperson for Show & Tails, Isaac Mahone, Co-Chair, and Karen Dahle with Over the Top Agility demonstrating training methods

Spotlight on Members...

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

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

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

Judy Hickman joined WCR in 1990 as an affiliate member, thinking it was good networking for the real estate school where she worked. "I soon learned it was more than just a bunch of women getting together. I was impressed with the educational opportunities, the obvious friendship between competitors and the FUN we had!"

In 1992 when my husband was diagnosed with terminal cancer, my WCR friends rallied around me, kept me sane during those few months and although I don't see all of those ladies regularly, we have a forever bond! Where else could you show up at a strangers door in a strange town and say "Your mom said I could spend the night here, I'm a WCR member" and the strangers let you in and take care of you.

"I was 2000 LCP of San Antonio chapter, working and traveling with such professionals as Mary Ann Jeffers, Missy Staggers, & Debbie Acosta, an absolutely wonderful group to work with. ALL of my line officers attended Regional meeting and Leadership Training where they saw the BIG PICTURE of what WCR is all about. I encourage every member to attend not only the local business resource meetings but State meetings too.

I've watched WCR in this area grow and mature into a wonderfully educational ally for all of us in the real estate industry. We are a force to be reckoned with; I'm proud to be a part of this organization. WCR means to me...We Care Realtors.

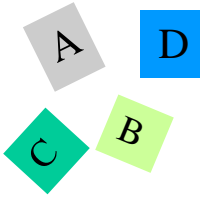
Did you know...Judy owns her own company (Sterling Group Property Management), is a member of National Association of Property Managers, San Antonio Christian Chamber of Commerce, and has served on every committee of SABOR. She was recognized by SABOR in 1997 as REALTOR® of the Year & in 2004 as Property Manager Specialist of the Year. She served as LCP of San Antonio chapter of WCR in 2000. Since becoming a member of Hill Country chapter in 2008 she has served on Nominating Committee and Team Leader for Membership.

Natalie Land's 15 years in the real estate industry include being a personal banker at a local community bank, as well as VP of Mortgage Lending with the rural land bank.

Currently Natalie is the Business Development Director for New Braunfels, Seguin, and San Marcos Title Companies. With this position comes the opportunity to work alongside the escrow officers to insure the best customer service and closing experience for her clients. She also supports and maintains client relations. This entails helping each of them grow in their real estate career through technology and education, two important areas for a successful career.

As an Affiliate Member of Women's Council of REALTORS® for 5 years, Natalie has enjoyed numerous positive learning experiences and has developed a comfortable working relationship with other members. Natalie first had the opportunity to attend a WCR State Convention in 2007. Here's what she has to say...

"The experience at state convention was one I could never replace. *I met some of the most inspiring and successful women in the real estate industry.* Not only did I learn from the classes and events, but I was motivated to bring back the drive and success they instilled in me at convention"! "I will be attending every year"!



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:

Sydney Miller@ www.wcrhillcountry.org or call her at 830/305-5858.

WCR Vision and Long-Term Goals

Ever wonder what WCR is all about? In addition to the **Mission**, we 've established **Our Vision** and **Long-Term Goals**. Here 's what you can expect from WCR and your chapter.

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

Our Long-Term Goals:

- To be the source of education and business tools focused on the needs of women REALTOR® entrepreneurs at all stages of development.
- To be a dynamic, accessible network, linking resources and member expertise to drive business success.
- To build, support and promote strong leaders for the industry and the broader community who are advocates for property rights and homeownership.
- To be the voice for the achievement and impact of women in real estate.
- To be sought after as a partner with other organizations to advance common objectives.
- To be a network of strong chapters that consistently deliver value and provide a collaborative, trusted, welcoming environment in which members can achieve their business goals.
- To be a magnet for career-focused REALTORS® with diverse backgrounds and a high level of professionalism.
- To be a strong organization with the resources and infrastructure necessary to fulfill our mission and realize our vision.



We Need YOU on the TEAM!

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

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

Strat Partners, Vini Shah, 210/663-6867

Membership, Cheryl Patterson, 830/305-0249

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

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

Retention & Recruitment, Amber Vanlandingham

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

830/626-1144

Newsletter, Chyrel Madden, 830/708-5560

Awards & Recognition, Pat Farrell, Melissa Elizondo, &

Hospitality, Dee Osbon, 830/629-5959

Julie Hammock

MEMBERSHIP REPORT

Message
From your
2011 Local
Chapter
President,
Sydney Miller



Texas 1031
Exchange
Company

WELCOME
New Members!

We look forward to getting to know you and working with you on WCR committees and real estate transactions.

A WCR chapter is made up of members and hence we bestow the status of membership. How many times have you seen ads on TV where “our people” our touted as the strength of the company. I know I have and I have worked for companies who made the same claim.

In our chapter, we are “our people”. We are the membership. Without the membership, the chapter is nothing but an empty shell of an organization. A shell with no heart.

There are groups that we have to pay dues to in order to be in the profession. We can’t practice real estate without a license, and though we CAN practice real estate without membership in our local board, TAR, & NAR, it would be very challenging to get things done. So, as real estate professionals, we know we have to be a “joiner”.

But WCR is not a required organization. All of our members **choose to belong**.. Collectively we bring our talents, experience, knowledge, business opportunities, friendship, and referral opportunities together to create a chapter.

We come together to create a chapter because we care about ourselves as professionals and we are committed to our profession. We strive to be the best in business and to continue our pursuit of personal growth. We share ideas to inspire and lend a helping hand to others along the way. We are involved in our community, we are good neighbors who care about where we live.

For those of you who have just joined our chapter, we say a big **WELCOME!**

We hope you will find new ways to spread your wings and soar to the top of your profession.

There are many opportunities to grow professionally and to develop a referral network throughout the state and the country. We hope that being a member and holding membership in this organization is only the beginning.

The following have joined during our recent membership drive. We invite you to get involved and realize the benefits of membership.

Charlene Goree with Keller Williams Heritage sponsored by Mary Ann Carter

Donna Turner with Vintage Texas Realty sponsored by Judy Hickman

Maris Wise with Sterling Group Property Management sponsored by Judy Hickman

Kaye Stewart with Oasis Company of Realtors sponsored by Melissa Elizondo

Dorothy Rieger with Bob Rodgers Realty sponsored by Melissa Elizondo

Suzanne Douglas with Bob Rodgers Realty sponsored by Melissa Elizondo

Kathy Blanchard with Keller Williams Heritage sponsored by Isaac Mahone

Michelle Haag with Bradfield Properties sponsored by Isaac Mahone

I’m sure I speak for the entire membership when I say “we look forward to meeting you at one of our upcoming events” !

—Sydney Miller, 2011 Local Chapter President

LEARN HOW TO SAVE MONEY, AND MAKE MONEY...

Here's one way to benefit from your WCR membership.

The first 5 members (non-officers) to sign up for the Sept 7th PMN class, Networking & Referral Systems in Austin, will receive \$40 from the chapter to help pay for the \$89 class. Marty Chrisman plans to go; she'll welcome riders, so give her a call. Not only will you save money but you'll learn how to make money.

And MORE benefits

- Women's Council of REALTORS® *monthly eConnect e-newsletter* provides the practical tips and strategies to take your business to the next level.
- *Webinars like "The Global Mobile Revolution"* featuring leading technology expert Amy Chorew, on September 29th. You'll learn the top five mobile trends and how you can leverage them to drive more business. analyze your website for its mobile integrity, and hear about five apps you need now to help you stay connected and save both time and money. Only \$10 to WCR members; \$25 to non-members.
- *National Referral Roster* where each member receives a *FREE Member Expertise Profile with color photo* with the opportunity to network with 13,000 motivated real estate professionals.
- *Performance Management Network* designation provides the real-world skills you need to face an evolving market. Designed by some of real estate's best and brightest minds, our courses dig deep into the hot topics that are *driving the market and shaping your business*.

THIS MONTH'S "TECHY TIP" - Apps for REALTORS®

By Isaac Mahone, First American Title

In this age of technology one can't deny the influence smart phones and apps have on our industry. With the onset of tablets like the iPad, there are even more apps to make our life *easier*. Here's a list of the most popular and their cost.

Top Android Apps

FREE: Zillow REALTOR.com®
 Trulia Craigslist
 Real Estate 114 Homes.com
 Hot Pads Evernote
 Drop Box and,
 Real Estate by Smarter Agent

COST: Sign my pad \$3.99
 D-measures \$2.82
 The Landlord App \$7.99, and
 My Measures & Dimensions \$5.96

Top iPhone Apps

FREE: Zillow REALTOR.com®
 Trulia Loop Net
 Homes.com Foreclosure Search
 Evernote Drop Box
 Complete Foreclosures
 Foreclosure Radar

COST: Property Evaluator \$1.99
 Real Estate Cal \$0.99
 Property Flipper \$1.99

Some
Member
Benefits

Make
Your
Member-
ship
Work
For
You



Hill Country Chapter, Women's Council of REALTORS®
Presents
Your 2012 Elected Officers !



President
 Marty Chrisman,
 Realty World First Choice
 210-326-5824
 marty@martychrisman.com



President-Elect
 Melissa Elizondo,
 Key Real Estate Services
 830-387-4917
 Melissa@keyrealestatenb.com



Vice President, Membership
 Cheryl Patterson,
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 830-305-0249
 cpatterson@cbharper.com



Secretary:
 Isaac Mahone,
 First American Title Company
 830-626-6629
 imahone@firstam.com



Treasurer:
 Natalie Land,
 New Braunfels Title Company
 830-606-0878
 Natalie@nbtitle.com

WCR Member Profile

- The average WCR member has a gross income of \$117,900 and 17.5 years experience in real estate
- 70% of WCR members have 10 or more years experience
- Among more than 700 US women's organizations, WCR is the 12th largest
- 93% of survey respondents reported that WCR membership gives them a "sense of professional pride"


TEAMWORK: *harmony of action among members of a group*

Want to attend a special recognition and award reception given by the State chapter?

WOW, what an honor that would be !



To achieve this honor our chapter had a goal of 6 new National REALTOR® members by the State contest deadline of August 26th.

Our chapter recently formed 6 teams to facilitate communication and keep membership on a personal level, with the goal of creating  *team spirit*.

The first goal was ONE new National REALTOR® member from each team; i.e., 6 new members.

It's Official!! We have met our goal for the State Membership Drive !

Mark your calendar and watch for your personal invitation to the AWARD RECEPTION in Austin on Sept. 8th, the first day of the WCR/TAR state convention.

Ongoing throughout the year, team leaders will be available to get feedback from members about the chapter, have some fun, and help the chapter reach it's goal of providing member value. Click on the Member Benefits tab on our website for more information.

Applications & information available on-line at www.wcrhillcountry.org

Hill Country chapter team stats on-line also...
 Check to see how your team is doing



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

Isaac Mahone, New Braunfels office
2011 Chapter Secretary

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®
Who's Who

NATIONAL REALTOR® MEMBER: Any REALTOR®, REALTOR-ASSOCIATE®, or Institute Affiliate member in good standing of a Board Association of REALTORS® of NAR.

NATIONAL AFFILIATE MEMBER: Includes individuals engaged in a specialty of the real estate business and who are not associated with a firm engaged in the sale, rental, management, appraisal of real property or real estate counseling and who shall hold membership in a Local Board of REALTORS®.

LOCAL AFFILIATE MEMBER: Includes individuals engaged in, but not limited to, a specialty of the real estate business and who are not associated with a firm engaged in the sale, rental, management, appraisal of real property or real estate counseling and who shall not be required to hold membership in the Local Board. Local Affiliate members shall pay only local dues and may attend local meetings, be a member of a committee, and chair a special committee or task force. They may not vote, hold office, use WCR logos or symbols, or avail themselves of national WCR services.