

Third Quarter 2010

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

Volume 1, Issue 3

Special dates to remember:

- **October 7-10**
Orientation for incoming officers
- **October 21st**
Strategic Partner Appreciation Night
- Installation of Officers, watch for details



Don't forget to order your cookbook to make delicious treats like this.

Only \$15 and full of recipes from our members & local chefs.



"I was in AWE of the parliamentary procedure.

Everything was so perfect."

Local Chapter President's Message

by Carol Ann Collette, 2010 LCP

This year the State WCR Fall meetings were held in Galveston. Hill Country Chapter was represented by our newly elected officers for 2011: Sydney Miller, President, Marty Chrisman, President-Elect, & Melissa Elizondo, VP-Membership. Other members of the 2010 Gov. Board attending were your Ways & Means Chair, Sally Singley, Parliamentarian, Pat Farrell and me, your President.

Day 1: Registration at 7:30 started an exciting day of ideas to make our chapter more successful. Ways & Means offered ideas for local chapter fundraising. Quarterly "Bunco Night" was an interesting idea, and several chapters had cookbook projects like ours.

At the Local Chapter President's Workshop we discussed chapter challenges and solutions to problems that face local chapters.

Education and Programs Committee was charged with compiling information on local chapter educational programs, offerings and events that utilize a variety of formats and venues and submit to technology chair for posting on the state website.

Membership Committee reported there are 89 boards & associations in Texas but only 25 WCR



GOLD awarded to Hill Country Chapter!

chapters. A best practices guideline for recruitment & retention will be developed by a focus group of successful VP's of Membership.

Orientation Committee gave us a glimpse of learning experiences to expect at the Orientation for newly-elected chapter officers in October.

Other Committees we attended were Strategic Partners, Event Evaluation, Affiliates, Bylaws, Hospitality, and Finance & Budget. (Cont. on pg 3)

First-time Attendee's Remarks from State Conference

by Melissa Elizondo

I've been involved with WCR Hill Country Chapter for a couple of years now. In fact, this year I was elected VP- Membership for 2011. But it was the first day at WCR State meetings in Galveston that I realized I was in line to be *President* in 2013. Wow! What a scary, but exciting, thing to discover.

The first day of the conference was filled with various committee meetings. I discovered the State chapter does the same thing we do, but on a much larger scale. In the membership meeting, ideas were exchanged

about recruiting and retaining members at both state and local levels. Then it was on to Ways & Means committee where I picked up useful information and ideas to help our chapter succeed.

A favorite part of the first day was a presentation by Kay Kerr called "Feed Your Own Monkey". A fun presentation, filled with small skits, demonstrated that sometimes we take on other people's problems (aka Monkeys) and neglect our own. The message is...we need to encourage and

lead people to take care of their own issues & successes,

Relaxing after a full day of committee meetings and learning sessions, we ventured to a street party at 22nd & Post Office St hosted by WCR with live band, great BBQ, and chocolate chip pecan pie! Temporary tattoos helped raise money for TRE-PAC. The funniest part was seeing 2010 State Governing Board in a GREASE skit on the street with State President Deborah Spangler in tight leather, dancing as **Sandra D!** (Cont on pg 2)

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

First-time Attendee's Remarks from State Conference (Continued from Pg 1)

Saturday was early start and early finish, with Governing Board 7:30–11:30 a.m. I was in awe of the parliamentary procedure. I couldn't help but wonder how long it took to learn that. Everything was so perfect.

The installation banquet was gorgeous. Because it was held on 9/11 there was a beautiful tribute to the men and women who are or were serving our country playing across the screen while David Allan Cox sang “I'm Proud to Be an American”. I don't think there was a dry eye in the room after that.

The women and past presidents who spoke at the podium were amazing to say the least. They were composed, confident, and very much leaders. They all had this “something special” I can't describe. Then when I heard our incoming President Sharon Eddings speak she could have been stealing the words right out of my head. She said she remembered her first meeting and how she sat in awe looking at these women thinking “wow, they are amazing”. I could never speak in front of so many people...I'll never be there”.

But she went on to say that she didn't even realize all the skills she was learning along the way with WCR, in committee assignments, education programs, and networking with professionals. Her time with WCR was making her into a leader and she *didn't even realize it was happening*.

I feel the same way about WCR. My life has never changed so positively since the day I got involved with WCR. I didn't even see it coming.

Don't miss out on your chance to succeed with WCR!

THIS MONTH'S “TECHY TIP” by Margaret Hollingsworth, Independence Title

Using the Facebook Search Feature to Listen and Engage in Worthwhile (Profitable) Conversations



This issue's Technology Tip provides a fast way to connect with people on Facebook—something a REALTOR® can do in a matter of moments to stimulate a thoughtful conversation that might result in a relationship...and in business.

Lots of hype continues to surround the use of “Social Media” in the real estate industry. If you have not attended a class on this, then you probably should—just to determine whether the “free” opportunities for marketing that social media provides might be something you want to add to your business plan. However, we all know that nothing is truly free . . . The cost of using social media is time.

There are differing opinions regarding whether a person should have a personal Facebook page and a separate business page; whether real estate listings should be publicly posted or not; whether one should actively promote that she is in real estate or simply show her personal side. Regardless of your belief regarding each of the above, we can probably all agree that the nature

of social media is being social, and in the words of Jeff Turner, NAR's leading social media “guru”, one of the best ways to use Facebook is to “listen to what people need and meet that need”. Jeff suggests that the most efficient use of your Facebook time involves typing a topic of interest to you (real estate, moving, weightlifting, quilting, etc.) in the search box, then listen in (actually you're reading) the posts of others on the stated topic. When you see an opportunity to offer help and/or advice, engage in the conversation. Continued conversations lead to relationships, and relationships lead to business.

The specifics of making this work are as follows: On the Facebook Homepage, click on

the magnifying glass to the right of the search box. A new search page will appear. On the left, specify the group which you want to search (Friends? Everyone?) and then type in your search topic. Hit enter, and you'll see conversations relating to the topic you have queried.

Read the posts/comments and interact when you have something valid to offer—you might make a new friend or reconnect with an old one. You might encounter someone looking to move to New Braunfels or the surrounding area. Or, you might find someone interested in the same things you are, whether that's real estate, weightlifting, football, shopping...the possibilities are endless on the “World Wide Web”.



A “HOWLING” SUCCESS

WCR Hill Country Chapter’s first Community Outreach Event

by Isaac Mahone, First American Title – Event Marketing Committee

The dog days of summer took on a whole new meaning at the first annual Show and Tails Dog Fair on August 28, 2010. The fair, which benefited the PAWS Animal Shelter and Humane Society, as well as other local charities, drew hundreds of dogs and their owners to the Comal County Fair Grounds.

The onsite adoptions, training demonstrations, and veterinary consultations provided potential and existing dog owners with helpful information about our furry friends.

Entertainment was certainly not in short supply and included weenie dog races, “flea” market, a costume contest, and dog house raffle. You can’t imagine how much fun it is to see those short-legged racers compete to a “photo finish”!

Numerous other vendors showcased their products and services to visitors while children enjoyed carnival games and inflatable structures.

The success of the fair was demonstrated when Community Outreach Chairperson Melissa Elizondo, who also founded the event, presented a \$3,800 check to the PAWS Animal Shelter and Humane Society at the WCR October breakfast Business Resource Meeting.

Next year’s Show and Tails Dog Fair is scheduled for October, and with plans for expansion, the Fair will no doubt offer our local community even greater support.

Thanks to Melissa and her volunteers for a wonderful event. It was a dog-gone good time.

President’s Message

(continued from Pg 1)

Day 2: State President Deborah Spangler called Governing Board/General Membership meeting to order at 7:30 on Saturday. One of the first orders of business was to approve the appointment of a **Chapter Assistance Team** to serve as a task force aimed at helping local chapters face challenges & solve problems.

Election Results of 2011:

State Officers: President, Sharon Eddings; President-Elect, VaLois Hounsel; Secretary, Jim Dambeck; Treasurer, Sylvia Seabolt.

State Governors: Lois Malone, Pattie St. Lewis & Sharon Morton.

TDVPs: Karen Carlton, Virginia Grace Green, Gayle Loyd, Cathy Mitchell, Cindie Stewart, & Samantha Valle.

Nominating Committee: Becky Hill, Debbie Spangler, Mary Ann Jeffers, Emily Weathers & Cindie Stewart.

Strategic Planning: Linda Sheinall, JoAnn Stevens, Caroline Sutherlin, Barbara Schrader, Trudy Pape, & David Burton.

It’s wonderful to see so many dedicated members willing and ready to serve the State chapter which in turn benefits each of us at the local chapter level!

I am always amazed at the order & procedure of each state meeting. The process of election is something I wish each WCR member could witness. I am so impressed by the leaders of our State Women’s Council of REALTORS®.

I hope you will make plans to attend next year when the meeting will be in Austin. You’ll have the opportunity to meet and share ideas with these **AWESOME PROFESSIONALS!**

I hope to see you there!

—Carol Ann Collette, 2010 LCP



Women's Council of REALTORS®
Hill Country Chapter

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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.

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To learn more, visit:

Hill Country chapter, WCR
Texas State chapter, WCR
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www.wcrhillcountry.org
www.wcrtexas.org
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THANK YOU!!

2010 STRATEGIC PARTNERS, Hill Country Chapter

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

**Mark your calendars for Oct. 21st — it's Strategic Partners Appreciation Night.
Join us for 9-pin bowling, treats, & lots of laughs!**

SAPPHIRE Level—Texas 1031 Exchange, Sydney Miller

RUBY Level

Champions School of Real Estate, Kelea Piper

Envoy Mortgage, Glenn Preuss

First American Title, Isaac Mahone

First State Bank, Shelby Chapin

Home & Business Inspections, Burt Chartier

Independence Title Company, Margaret Hollingsworth

Losaw Construction, Daryl Losaw

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