



Women's Council of REALTORS®

MARIN MATTERS

Volume 3, Issue 4
December 2010

www.WCRMarin.org

PRESIDENT'S MESSAGE

Dear WCR Marin Members:

If you missed last month's event at the Seafood Peddler, I wanted to give you a quick recap.



We were so pleased to present Kathy Schlegel with the Entrepreneur of the Year Award. Margaret Deedy (the only former receipt of this award in 2009) started with a lot of fun and

interesting insights into Kathy's background and all that she has done for our community of REALTORS. We had a lot of Kathy's friends and associates (even her husband) stand up and tell us why Kathy is so deserving of this award.

A little background on the award:

The Entrepreneur of the Year Award is a prestig-

in Marin we have decided that this award is so special that we only honor a recipient every other year.

In order to better understand why this award is called The Entrepreneur of the Year award, it's important that you know what the Women's Council of REALTORS Mission is: "We are a network of successful REALTORS empowering women to exercise their potential as **entrepreneurs** and industry leaders."

This Award is awarded to a chapter REALTOR member who has exhibited business leadership in their work and community - the Entrepreneur of the Year is awarded to a REALTOR® who has achieved something notable in business as well as in their community. Additionally, as a requirement of this award, the recipient realtor must have shared their time, talent and expertise by helping others in the profession and in the community.

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2010 Officers



President:
Liz McCarthy



President-elect:
Yoko Kasai



VP Membership:
Sylvie Zolezzi



Secretary:
Debra Speer



Treasurer:
Ron Parks

A VISION OF THE FUTURE...

Attending the annual WCR meeting, held in New Orleans this year, is always a great learning experience. While networking with agents from around the country, I learn so much about other markets and styles of practicing real estate. We are united as WCR members and chapters and have common goals in the form of a new strategic plan for 2011-2013.

The Strategic Framework is an intentional, proactive plan. It resulted from conducting many surveys and studies on the national level, local level and with the Governing Board. Assumptions were put aside and the question was asked, "Who are we?"

The goal is to build on the assets of the chapters, determine issues and actions to change while creating an environment of support and encouragement. Professional credibility and leadership development are key elements of the plan. Creating relevant programming just as members need it, creating opportunities to contribute, grow and develop and serve as a business resource is a plan that should serve the WCR national chapter well as well as serve as a model for our own local plan.

Next year, you should look to participate in providing input on our chapter's plan for the future. Our chapter has been acknowledged as a leading example of good chapter management for its educational programs in 2008 and as New Chapter of the Year in 2009. Let's make sure we have a plan for continued achievements in the future.

Please contact: Yoko Kasai 415-847-6519 on how you can get involved today!

Judy LeMarr—Frank Howard Allen Realtors

WCR-Marin hosts several special events throughout the year such as Happy Hour Networking, our Bocce Ball Tournament and Educational Seminars

2011 Calendar

January 18 @ 11:30am Gov Hutchinson, McInnis Park

January 27 @ 5:30pm Membership Mixer, Location TBD

February 22 @ 11:30am Carole Rodoni, McInnis Park

March 10 @ 5:30pm Membership Mixer & New Member Orientation

March 22 @ 11:30am Business Resource Meeting TBD

Save the Date for BOCCE BALL—September 23, 2011

For more information on upcoming events, go to:
www.WCRMarin.org

WHAT HAPPENED AT WCR-STATE MTG THIS MONTH?

Highlight from the WCR California State Chapter in Anaheim: Sylvie Zolezzi, VP Membership was honored to represent the WCR Marin Chapter which was among the five award winning chapters selected to participate in a panel about membership retention. In true WCR spirit, each of the panelists was very forthcoming in sharing their secrets to maximize membership benefits. Stay tuned for great new ideas and events!

Thank You to our STRATEGIC PARTNERS!!

Platinum:



Gold:



Silver:



Sherrie Friedlander Insurance

We are looking for our 2011 & Beyond Team

If you know of anyone or any company that you think would be a good strategic partner for us, we want to know! We are currently looking for meeting sponsors as well as yearly sponsors. The sponsorship monies goes towards running our chapter as well as Leadership Development.

Please contact Sherie Friedlander, our Ways & Means Chair at 415-381-4175

We need you as volunteers! Our committee chairs need help—if you want to get involved on a minimal basis, please consider joining a committee.

Membership—help recruit and retain members, help with organizing our mixers, and being the face of WCR Marin

Ways & Means—find ways to partner and develop sponsors and partners. The more money we raise, the more we can continue our great programming and donate to our favorite charitable organizations.

Hospitality—love to greet people at a party? Sell raffle tickets, manage check-in, help organize our events. Hospitality is for you.

Marketing/Communication—do you like to write, publish, and distribute information? Join Sean Murphy as part of his team.

Interested in leading the pledge or giving the inspiration at our monthly meetings? Let me know!

There are so many ways that you can contribute a little or a lot. Contact Yoko Kasai at 415-847-6519 if you are interested in lending a hand. The more you give, the more you get!

Have You sent or received referrals since joining WCR?

AGENTS, BROKERS, AFFILIATES!

We would love to hear your success stories with either receiving or sending out referrals to help grow your business!

Please send an email to Sean Murphy, Marketing /Communications Chair at smurphy@rpm-mtg.com so we can highlight them in future



Our 2011 Officers were installed at the Joint Meeting with MAR on 12/14. Congrats and good luck to all for this upcoming year!



Recap of programs you may have missed:

Oct— Mary Jane Burke—Marin County Superintendent of Schools



Attendees heard a candid update on the status of our communities public school system. We in the local real estate community know that our schools are a huge draw for families looking to live here and we heard the passion Mary Jane shows for each and everyone of these kids to help them grow and succeed in life!

Nov—Women's Council of Marin's Bi-Annual Entrepreneur of the Year—noted description of this every other year event is detailed in the President's Message—pg 1.

Joint Installation with MAR—what a fun day this was. We were duly entertained by members of MAR as they kicked off a very special joint installation and holiday luncheon at the Embassy Suites in San Rafael.

CAR's incoming President LeFrancis Arnold managed to install the Marin Association of Realtors incoming team and Bobbie Nelson, WCR National's incoming President Elect traveled North to install the WCR line officers.

It was great to see so much support from our neighboring local WCR chapters. Genie Mantazaros and Manzar Azari from San Francisco were present as were Arlene Baxter and Susan Robards from the East Bay Chapter. Thanks to Linda Granger, Marin Chapter member who made the drive down from Tahoe that day to support us. It's a nice reminder that we really are a community and part of this organization is about making friends!

Please don't forget to support MAR in every way possible. We look forward to a great partnership in the coming years.

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Additionally, the chapter announced our 2 members of the year:

REALTOR of the year was awarded to **Judy LeMarr** of Frank Howard Allen Realtors

Affiliate of the year was awarded to **Shelly O'Sullivan** with American Home Shield.

Both of these ladies have been involved with the Marin chapter since its inception and both helped tremendously to grow our chapter and make it such a wonderful organization that it is today.

CONGRATULATIONS Kathy, Judy and Shelly!



At the event, we also had a stocking auction, where over \$1,100 was raised on behalf of the Buck Institute (Kathy Schlegel's charity of choice as she volunteers there) along with raising funds for WCR Marin Leadership Development.

Lastly, the meeting ended where I gave a few tech tips, concentrating on "Cloud Computing". I also gave some Outlook time saving tips and handed out a list of almost 100 great web tools. You can find both the power point from the presentation as well as the list of tech tips on the home

page of www.WCRMarin.org

THANK YOU to our Event Sponsors: Sylvie Zolezzi; Flaherty Building Inspections (Gregg Flaherty); LVP Marin REALTORS (Catherine Munson); Amerispec Building Inspection (David Chiaretta); Simonsen Termite (Jeff Simonsen); and Sherie Friedlander Insurance.

THANK YOU to our Stocking Donors: Debra Speer; Yoko Kasai; Karen Robertson-Strain; Kathleen Diringer; Judy LeMarr; Shelly O'Sullivan; Sylvie Zolezzi

And thank you to all that helped plan and organize this event:

Yoko Kasai – Event Committee Chair; Karen Robertson-Strain and Sylvie Zolezzi for the fabulous decorations and auction paddles, Shelly and Judy for running the stocking auction, Margaret Deedy as past Entrepreneur of the Year, David Smadbeck and Alan Garber for the audio-visual; David Chiaretta for printing the programs, Sean Murphy for Press and arranging Mary from the Buck Institute to attend. And to everyone else who I may have forgotten in planning this very special day.

We hope you've had a wonderful holiday season. It has been a pleasure serving all of you as President for 2010!

We have great things in store in 2011, Yoko Kasai will be at the helm so be sure to renew your membership today by going to: www.wcr.org—Liz McCarthy



December 6, 2010
Liz McCarthy
Women's Council of Realtors
1099 D St., Suite 201
San Rafael, CA 94901

Dear Liz,
Thank you so much for the amazing gift of \$1,500.00 in proceeds from the second annual Bocce Ball Tournament by the Marin Chapter of the Women's Council of Realtors to support Homeward Bound's programs for homeless adults and families.

We greatly appreciate the effort made to organize this fun event and the thoughtfulness of chapter members in benefiting Homeward Bound. Your contribution provides vital support for families in transition, adults learning new job skills, people facing mental illness and others working their way out of poverty through our programs.

We are grateful to have you and the Marin Chapter as our partners, sharing the vision of opening doors to safety, dignity, hope, and independence. The support of compassionate people like you has a tremendous influence on our residents, boosting their courage and commitment to overcome obstacles that, in the past, prevented them from reaching their goals and potential. With your help, lives do change and independence is regained.

Thank you for your support and commitment to helping children and adults move home for good and to ending homelessness.

Sincerely,
Mary Kay Sweeney
Mary Kay Sweeney
Executive Director

We are so grateful!
Thank you so much. What a great event. You're the best. Paul

Per IRS regulations, no goods or services were provided to the donor for this donation. Please retain this letter in order to fulfill IRS substantiation requirements. Our Federal Tax ID number is 68-0011405.

Thanks again to all that participated in the 2nd Annual Bocce Ball tournament! Please note that your support of WCR-Marin allowed us to continue our efforts to support our local community with a donation to Homeward Bound—see letter from Exec Director ->