

Mission

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

Chapter Leaders

President

Elaine Hemeke, Realtor,
Weichert, Realtors –
Hallmark Properties
Elainehemeke@BellSouth.net

President-elect

JoAnne Puleo Realtor,
Emmer Development
Jmf2820@aol.com

VP, Membership

Robert Clinton Realtor,
Caldwell Banker
nxtc9@bellsouth.net

Secretary

Sue Tomlin
First American Title
stomlin@firstam.com

Treasurer

Brenda Farrens
Element Funding
bfarrens@elementfunding.com



PRESIDENT’S MESSAGE

Your 2010 Leadership Team got off to a rumbling start by putting together three great Business Resource Meetings. We started with Suzanne Forbes, CPA James Moore & Co. who gave us some tips on dealing with the tax man. Then we jumped into high gear with a national motivation speaker, Richard Flint. Last month we rounded out the 1st turn with our own Volusia County Economic Development Director – Philip Ehlinger. Meanwhile our Ways and Means Committee organized a bowling tournament, held a Rummage & Bake Sale, planned a member social, and developed a golf tournament. We hit some speed bumps, and took a turn too fast, but overall we successfully made it through the first three laps of the Daytona course.

The economics of this real estate downturn has had many rippling effects and as it drags on, it is also impacting our chapter with a decline in membership. Some of our members have changed occupations, are working other jobs part time, or are working harder and longer just to keep afloat to pay their household debts. To keep our chapter strong and meaningful, every member needs to become a recruiter and convey the benefits of WCR to non-participating Realtors®. Please make a commitment to bring at least 1 new guest to a luncheon or special event this year.

On the bright side, the 2009 Leadership Team brought home the Gold! Congratulations! Susan Bradley & I will accept the award in Washington next month.

We have a Facebook fan page that is available to all members. Sign up as a fan today. Also checkout the Facebook fan pages for National, State, and local Florida chapters. This is a good way to make new friends and increase your referral network.

LANIE



WAYS & MEANS – CO CHAIR DEANNA GREENWOOD

2010 has brought many exciting changes and new challenges for our real estate industry here in Florida. We have learned as a collective group how to make the absolute most of our careers and personal lives by restoring a more modest old fashioned work ethic and conservative approach to our lifestyles.

One of my new and rewarding experiences has been to co chair the Ways and Means committee with Rich Allen for the Women Council of Realtors.

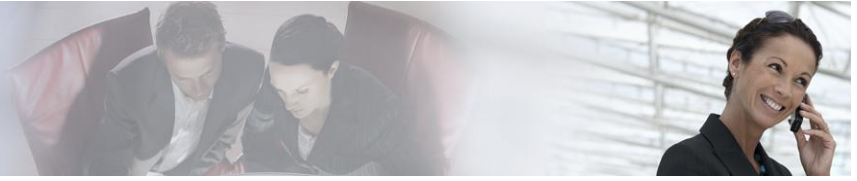
The term “Ways and Means” expresses the ability to use resources available to meet expenses. In the case of the WCR the job of this committee is to create events that will generate income to serve both the WCR’s education program and non-profit charities supporting “ Volusia Kids.”

Considering how our economy has changed we proposed a more down home approach to our events where families could participate and spend quality time enjoying themselves while giving to a greater cause. Feeling that during these uncertain times it is imperative to recognize that there are others more in need than that of ourselves.

This is an incredible and most valuable era in our lives which will bring us to our “greatest and best selves” through the appreciation and knowledge that with a little effort we can and will enrich the lives of others! As a people we are evolving and should be proud.

Rich and I have started the new year out already with a laid back fun night of bowling in which we were able to meet many of your spouses and children! It was an awesome evening where we were able to give out many prizes and found that a little friendly competition could be fun!!





From there we moved onto a homemade bake sale /garage sale that Remax All Pro was generous enough to allow us to host at their Port Orange location. We saw tremendous generosity from a handful of people that made that day a huge success. Special thanks go out to Kim Bell, Candace Curtis, Doug Doescher and Lanie our very own president of the Women Council of Realtors. We couldn't have done it without your kind help and Doug's great cooking!!!



Don't forget as well that our Golf Tournament is planned for May 7th! This will make a huge impact on what we will be able to give to our charities and I urge all of you to send out your invitations through your contact data base so others can come and join in on all the fun.

WELCOME NEW MEMBERS

- Richard Allen Jr. – Pomeroy Appraisal
- John Fosgate – Edgewaater Financial Group
- Cynthia Mudd- Lindberg – Inlet Harbor Realty
- Jan Rotstein – Daytona Realty Inc.



SUPPORT THE DAYTONA BEACH AREA CHAPTER

Help the chapter continue to provide relevant programs for educational and professional development. As a non-profit organization, our fundraising efforts support our budget to provide educational programs and professional development opportunities for our members. In addition, we try to give back to the community by contributing to local charities.

UPCOMING FUNDRAISER

INAUGRAL WCR GOLF TOURNAMENT - MAY 7 2010

GOLFERS, VOLUTEERS, SPONSORS, AND SPECTARORS WANTED.

COME OUT AND HAVE A FUN TIME.

Benefits "Volusia Kids"

and WCR education & programs fund

Inaugural Golf Tournament

• Food • Beverages • Prizes

Putt for Dough **50/50**

\$2,500 prize
\$5/entry fee

11:30 a.m. registration
1 p.m. shotgun Scramble format

Mulligans
\$5 ea. or 3/\$12

Pink Balls
\$20/team

\$65/ SINGLE OR \$240 / 4-GOLFER TEAM

Tickets include lunch & post tournament reception
Registration form

Hole-In-One Prizes include a 2010 Chevrolet!

Sponsorships Available

Thank You Titanium Sponsor:

Bank of America

To Register Call:
Brenda Farrens 386-679-6192
or fax to 386-427-0038

1. _____

2. _____

3. _____

4. _____

MC/VISA # _____

Exp. date: _____ Sec. code _____

Signature _____



DAYTONA CHAPTER FUND RAISING PROGRAMS

REAL ESTATE BOOK ADS

Don't forget to advertise in the Real Estate Book. WCR has a page in each issue. The cost is \$35.00 per ad with \$10.00 donated back to our Chapter. This is an easy way to advertise your properties and support us. Contact Sarah Rivers for details on ad placement.

Sara Rivers MIRM, CSP
Associate Publisher
The Real Estate Book - Volusia County
386-852-9032
SRivers@treb.com

"BLING SHIRTS"

If you haven't ordered your Bling shirt(s), its time. We added a tank top and a man shirt to our lineup. Our men's shirt can have the WCR initials or the slogan "WCR, its not just for Women"

High quality fabrics in short-sleeve or ¾ sleeve style in various colors; Black, Red, Pink, White, Royal Blue, Light Blue, and Turquoise.

Bling colors: Silver, Gold, Blue, Red, Pewter, Bronze

Short Sleeve \$27.95 ¾ sleeve \$34.95 (+\$5.00
Shipping) tank 21.95

Visa / Master Card accepted. Contact Brenda Farrens.





A MESSAGE FROM OUR DISTRICT VICE PRESIDENT – SUSAN BRADLEY

Congratulations to all of the Florida District 1 & 2 Women’s Council of Realtors chapters for their outstanding success in 2009. Every one of our district’s 6 chapters have been awarded a Gold or Silver Chapter Excellence Award for 2009. This is a fabulous accomplishment and each of you, both members and leadership, deserve a big round of applause. It’s by working together to provide the best programming and networking possible for our members, and recruiting and retaining those members each year, that we’ve built a strong district, and a strong state chapter. Florida is still one of the 3 largest state chapters in the country, and many of the programs begun in our state have been adapted by the national leadership for use throughout the U.S. Congratulations to all of the 2009 Local Chapter Presidents, too, for a job well done!

Plans are underway for this year’s district forum, the “Florida Real Estate Professionals Conference” to be held again in St. Augustine. Location is still to be announced, and the night-before event has not been confirmed, but we are making plans for a fun event on the St. Augustine Bay (hint, hint!) and we are anticipating a wonderful program. Our luncheon keynote speaker will be the Florida State Women’s Council of Realtors President Nan Harper, and we are negotiating with a nationally known speaker as our afternoon special guest. Look for more information and details about the conference in the near future. We anticipate this will be the best event ever! Save the date now, July 14th and July 15th, and make plans to attend. This is a wonderful opportunity for you to network with other WCR members in the district, as well as CRB (the Council of Real Estate Brokers) and CIPS (Certified International Property Specialists) from around the state who will be co-sponsoring the conference with us this year. With this year’s addition of CRB and CIPS participation, we are able to present programs that you won’t usually find outside of state and national conferences.

Since last November I have been able to attend meetings or functions at all 6 of the chapters in our district. I am looking forward to continue bringing you useful information from the district 1 & 2 chapters. By working together and sharing what works, we’ll all be more successful.

If you have any suggestions for programs, fundraisers or chapter events, please be sure to let your Local Chapter President know. Getting involved in your chapter will increase the benefits you receive from your WCR membership. It’s definitely made a beneficial difference for me, both personally and professionally!



Women's Council At a Glance: Winter 2009

Overview

Total Current Members: 16,400
 Annual Operating Budget: \$1.9 million
 Strategic Initiatives Reserve: \$380,500
 Long-term Reserve: \$990,000
 Staff: 8 Full-time Equivalents
 National Dues: \$86 Annually
 Our Ranking Among 700+ U.S. Women's Organizations: 12th

Chapters

Local Chapters: 289
 Average Chapter Size: 57 members
 State Chapters: 29
 Three Largest States:

- Florida (2,505)
- California (2,496)
- Texas (1,919)

Three Largest Local Chapters:

- Rochester, NY (205)
- San Antonio, TX (180)
- Pensacola Bay Area, FL (180)

Women's Council Members

Average Age Among Members: 54
 Average Experience in Real Estate: 18 years
 Average Experience Among All REALTORS®: 7 years
 Percentage of Members by Job Function:

- Sales 71%
- Management 17%

Percentage with Ownership Interest in Their Firms: 22%
 Average Women's Council's Member's Income from Real Estate: \$117,900
 Among All Full-time REALTORS®: \$47,700
 Number of Members Who Annually Refer Business to Another Women's Council Member: 9,600