



WCR Review

Greater Palm Beach County

October-December, 2010

A publication of the Greater Palm Beach County Chapter of the Women's Council of the Realtors®

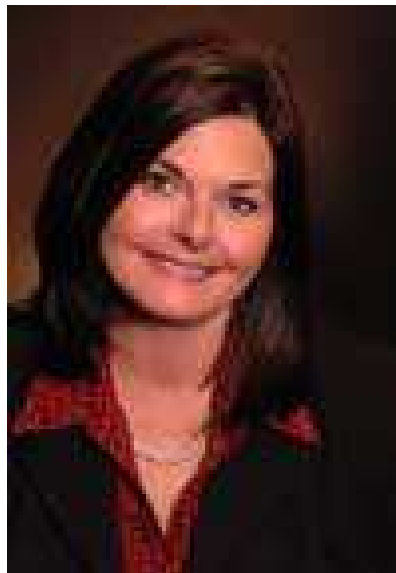
Year End Approaches

It is hard for me to believe that we are approaching the end of the year. It seems like just weeks ago I was starting as your Chapter President.

After recently returning from the national meetings in New Orleans, I am proud to report that Florida is still the #1 Chapter in the Country. We have maintained our membership base of approximately 16,000 real estate professionals, and we are still the 12th largest women's professional organization in the country.

I attended the inauguration of the 2011 National Women's Council of REALTORS® President, Margo Willis. It was a memorable evening. Margo shared her vision of increased education for our members and increased technology to attract younger members. A most impressive event in New Orleans was seeing how a courageous member, Jo Kenney, ran from the floor for a national office. Jo was confident in presenting to the membership

her leadership abilities and vision for National WCR. Congratulations to Jo Kenny on her winning attitude to become National Financial Secretary!



Mary Kenyon

Speaking of Congratulations!

I would like to congratulate our local leaders who will be serving on WCR Florida State positions in 2011. I am honored to represent State District 10 as a District Vice President. Judy Ramella and Deborah Bacarella will be serving the State Chapter as

Governors. Pamela Banks is on her way to State President and will begin her journey in 2011 as the Women's Council of REALTORS® Florida State Secretary. CONGRATULATIONS PAMELA – we are all so very proud of you.

I am very grateful to have served the Greater Palm Beach Chapter as your 2010 President. I thank the line officers, board, committee chairs and committee members for their dedication to the chapter. We had outstanding educational programs at our monthly Business Resource Meetings to mention just a few – We began in January with a Top Producer Panel who shared niches they have formed to be highly successful in real estate; Kelly Smallridge enlightened us as to what brings major companies to South Florida, and how we, as Realtors®, can influence companies to move to Florida; and we ended our educational series with Nikki Ulbadini who shared her positive outlook on the

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2009 Local Sponsors: Silver: Bank United, Washington Mutual; **Bronze:** American Fidelity Title, AmTrust Bank, Dynamic Inspections, Fifth Avenue Building Inspectors, Florida Business Brokers Association President Mike Bacarella, Realtors® Association of the Palm Beaches, SunTrust, **Florida State Sponsors of WCR: Platinum:** Exit Realty Florida, North American Title Company, The Home Team Inspection Service, Wells Fargo Mortgage, **Gold:** Bank of America, National City Mortgage, a division of National City Bank, Stewart Title Guaranty, The Real Estate Book, Washington Mutual Bank, **Silver:** Arrow Hughes Exterminators, Attorney's Title Insurance Fund, Barbara Brady-the Brady Team, Countrywide, Deborah Glomb, Frank Charmley Photography, Nan Harper, Kenyon Real Estate, South shore Homes & Properties, Wachovia,



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2010
WCR Governing Board
2010
WCR Governing Board 2010
& Committee Chairs

President.....Mary Kenyon
561-674-2079
President Elect:.....Sandy Shepherd
561-7890280
VP. Membership.....Wendy Lindquist
54-913-6347
Secretary.....Amy Stark
954-445-4545
Treasurer:Laura Stemple
561-368-9600
Past Pres. Board....Tracey Goldenberg
561-543-7744
ByLaws.....Nancy Macaluso
561-301-2171
Parliamentarian.....Mike Owen
1-213-2070
Edu. & Programs.....Michele Bellisari
561-926-4643
Ways & Means.....Taryn Schulman
954-205-9682
Sec. Cor.....Darlene Pachter
561-451-9379
Past Pres. Advisory.....Pamela Banks
561-346-1658
Affiliate.....Kathryn Pascale
954-383-0073
Newsletter.....Betsy Owen
561-276-4717
Nominating.....Judy Ramella
561-596-0940
2010 GovernorDeborah Bacarella
561-239-2300
Registration.....Teresa Garcia
561-346-1424
Toastmasters.....Karon Clark
561-504-9036
2010 Dist. 3 Vice Pres.....Patty Renna
772-215-5150
WEB Links:WCR.org
WCRfl.com
RAPB.com
WCRPalmBeach.com

2010 Programs

All meetings unless otherwise noted begin
at 8:30am sharp.

Arrive early for pre-meeting networking.

RESERVATIONS

**We would like to thank our sponsors who
supported us in the dance-a-thon**

On A Roll Elite Painting Services

American Fidelity Title

Coastal Title

Win Home Inspection

Wells Fargo Home Mortgage

Hometeam Inspection Service

Third Federal Savings and Loan

Kathryn L. Pascale, Mold Inspection

Craig Stemple Pools

Music in Motion

W.J. Bradley Mortgage Capital Corp

Arwood Real Estate

Seaside National Bank

Pinnell Survey Inc.

Congratulations Palm Beach Chapter Members

Rising Star - Wendy Lindquist - Keller Williams Realty

Affiliate of the Year - Colin Conroy, HomeTeam Inspection -

Member of The Year - Lydia Crystal - Crystal Clear Transaction Services -

Most Dedicated Affiliate - Michael Strohmenger - WIN Home Inspection

Humanitarian of the Year - Betsy Owen, Coldwell Banker -

Presidents Award - Mary Kenyon, Keller Williams Realty -

Entrepreneur of the Year - Deborah Bacarella, Florida Sunshine Real Estate

Congratulations to the following State Award winners from our Chapter:

Governor of the Year: Tracey Goldenberg

WCR Extra Effort Award: Tim Kinzler

2010 Governor – Deborah Bacarella

2010 District Vice President: Judy Ramella

FAR Humanitarian of the Year Michael and Betsy Owen

Way to go getting involved in Florida State WCR:2010 State Appointments:

District Vice President – Judy Ramella

Governors Forum: Tracey Goldenberg

Education Committee Chair: Pamela Banks

Speaker & Program Task Force: Mary Kenyon

PMN Task Force: Kristin Stampini

Strategic Plan – Nancy Macaluso

Newsletter Vice Chair: Betsy Owen

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real estate business and what we need to do to achieve our personal and professional goals. 2010 brought us creative fundraising events. We had a Dance-A-Thon which raised money for our chapter and also the Wayne Barton Study Center. My Best Friends Closet was both a fundraiser and member networking event. Again, we used this event to outreach to the community and donate clothing for women getting back into the work place. We held two dessert auctions which raised over \$1,600 for the chapter and helped some members with needed desserts.

Words cannot express the self growth that the WCR leadership, education, and position has done for me. I am on a new journey in my career as CEO and Team Leader of Keller Williams Realty Boca Raton, and I can honestly say that my leadership training and leadership participation through WCR served as stepping stones to my personal and professional growth.

As you get ready to renew your membership, I ask you to think about the value that Women's Council

brings to members all over the country. I ask that you visit www.wcr.org and review the benefits and testimonials from women and men all over the country that have attribute WCR to their success.

In 2011, we will continue to grow. The National motto in 2010 was "Are you Ready"? In 2011 we are saying "Yes we are Ready"? As with anything in life, you will receive by giving. I ask you to become involved by joining a committee and seeing what we are talking about. Be committed to your personal and professional growth through the Women's Council of Realtors®. I am ready... are you?

I want to especially thank our state, meeting and Greater Palm Beach Chapter platinum sponsors for their continuous support? I recommend that you give back by referring them to your customers and clients. We all benefit when we support each other.

I wish everyone a wonderful Holiday Season and a Happy, Healthy and Prosperous New Year.

Mary Kenyon

Get Ready!!!!

Please join me in wishing all of the members of the Greater Palm Beach Chapter of the Women's Council of REALTORS® and all real estate professionals a happy and prosperous New Year! Women's Council of REALTORS® is where it all begins - "GET READY". In the upcoming year, I hope that you will use your membership to make new friends, acquire relevant skills, get involved and be supported as you grow personally and professionally. If you are not already a member, you can join now by clicking [HERE](#).

Your membership in the Women's Council of REALTORS® of the Greater Palm Beach Chapter, is part of many highly in fluently organizations, the REALTORS® Political Action Committee, National Association of REALTORS®, Florida REALTORS®, and the REALTORS® Association of the Palm Beaches, just to name a few; and by joining together we have a voice that can be heard from the local City Council,



ARE YOU?

to the halls of Congress. We are in the fortunate position to influence policy that determines not only how our everyday lives are impacted such as the defeat of Amendment 4, but also to help our clients and ourselves, by utilizing legislation, taxation, mortgage reforms and much more.

Take an active role. Attend meetings. Join a committee. Get involved. Your voice is important. These simple steps can help you grow from local leadership to national leadership, providing you all the tools, resources and support needed to elevate you to the next level. Bringing diversity to the Women's Council of REALTORS® brings more voices to the table. **So, when you are asked to bring your skills and experience to our chapter, look at it as an acknowledgement of your professionalism and unique qualities that have been identified to help our chapter grow.**

2011 is going to be a great year! I'M READY,

Sandy Shepard

Past, Present, Future Leadership Continues

It is with great pleasure that I announce a new committee to our Standing Rules: The Past President's Advisory Council. This elite group of individuals will advance our chapter to excellence by sharing their wisdom and vision with our present and future leaders.

With the addition of this committee we perpetuate longevity of service and acknowledgement of commitment of the Past Presidents.

Its purpose will be to empower, encourage, and emphasize opportunities, leadership potential and continue positive growth for our chapter and its members.



I would like to congratulate President Mary for her vision and taking the incentive to make this committee part of our chapter. It will be a valuable asset for years to come.

Pamela Banks

A scholarship fund has been put in place by the Past President's Advisory Council. The Leadership Advancement Scholarship will be available to those members who are interested in the Women's Council of Realtors® educational opportunities such as the Performance Management Network (PMN) Course and WCR Conferences or Conventions. Helping other's succeed is the seed of which success grows.

Greater Palm Beach WCR Toastmasters

Clear communications is critical in personal and professional relationships! Effective leadership is equally important! The WCR toastmasters club has empowered and enriched my life to an entire new level!

Past president WCR Palm Beach 2008, Past President RAPB 2002, Realtor associate of year two times for FR

Timothy M. Kinzler

Do you have a fear of public speaking? Does the thought of getting up in front of an audience leave you quaking in your shoes? Never fear, WCR Palm Beaches Noon Toastmasters is here. We offer a caring, supportive environment in which you can develop better speaking and presentation skills. You will learn how to think quickly and clearly on your feet. You will become a better listener. You will improve



on and build your leadership abilities. Through the Toastmasters program you will improve your communication skills and open doors in your personal and professional life. What is not to like? Please join us as a guest at an upcoming meeting.

When: every Friday from 11:45 - 1:00 pm (except holidays)

Where: Train Depot, 747 S. Dixie Highway, Boca Raton, FL 33431

Karon Clark, VP of Public Relations WCR Palm Beaches Noon Toastmasters Club Cell: 561-504-9036

Toastmasters can enrich your life and give it a new dimension. Come join us in our laboratory of learning.

Lydia Crystal

Deborah Bacarella, Local Realtor® Honored as Florida State Entrepreneur of the Year

Deborah Bacarella, a Boca Raton Realtor®, has been awarded the Entrepreneur of the Year Award by the Greater Palm Beach Chapter of the Women's Council of Realtors® for the 2nd year in a row. This annual award recognizes a Realtor® member who fully exercises their potential as an entrepreneur and real estate industry leader; and who shares their time, talent and expertise with others in the profession and in the community.

"What an honor to receive the State Entrepreneur of the Year Award," Deborah says. "I am thrilled to be recognized by my peers across Florida."

Deborah Bacarella has been in the real estate business in South Florida for thirty years, and has owned her own company for the last twenty years. Recently, she has rebranded the name of her full service Real Estate company to "Florida Sunshine Real Estate."

Along with the management responsibilities of being Broker/Owner of Florida Sunshine Real Estate, Deborah is also an active realtor.

"My philosophy about real estate is simple," she says. "I provide each customer with a level of service and integrity that I would give any member of my family. My goal is not to make a one-time sale, but to build life time relationships. I want my customers to be able to refer me to their friends and family without hesitation."



Deborah is active in the Women's Council of Realtors® as their 2010 State Governor and has been re-elected to serve for 2011 as well. The Women's Council of Realtors® is the 12th largest Professional Women's Organizations in the Nation with over 14,000 Members.

"It's important to belong to professional organizations," Deborah says. "They offer tremendous educational, and referral opportunities and a place to build relationships."

To give back to the community Deborah serves on the fund raising gala auction committee for Kids in Distress and Sol Children's Theatre.

Boat Cruise Success

**December 16,
2010, 6 P.M.**



WCR Palm Beach and North Broward chapters will be combining efforts for this year's annual Holiday Boat Cruise. This will be a fundraiser for both chapters, with

tickets reasonably priced at \$25.

The boat is very generously provided by Home Team Inspection, and we will have additional sponsors as well.

The cruise will begin at 6 p.m. in Ft. Lauderdale. There are only 40 spots available, and they go fast so please check the WCR website for additional details and invitation which will be posted shortly. This is a fabulous event. If you have the opportunity to attend, it will surely be a night to remember!

Taryn Schulman

Ulbadini delivers mission of WCR

The Mission of the Women's Council of REALTORS® is to empower women to exercise their potential as entrepreneurs and industry leaders. WOW! Nikki Ulbadini delivered this Mission in her powerful presentation at our November Business Resource Meeting. She motivated, educated, and enriched our members personally and professionally. She shared with us that in October Palm Beach County had 1300 homes sell. Multiply by 2 sides of a transaction and that equals 2600 transactions closed in the month of October. $1300 \times 2 = 2600$ (Transaction sides) 2600 transactions \times \$225,000 (Avg. Sale Price) = \$585,000,000 (Production) $\$585,000,000 \times 3\%$ (Commission for this example) = \$17,550,000 in Commissions. The question is how many of those transactions were yours? And more importantly what do you need to do so that you are working towards your 2011 goals right now. Nikki stated that you need to be working now for 2011. Don't sit back waiting for January. If you do you are missing a huge amount of business. One of Nikki's team members does 60% of his business October-December. The first step towards reaching your goal is setting a goal. Nikki shared a simple

economic model beginning with determining your net income and work, the steps to determine the number of appointments you need on a weekly basis to reach your net income. Nikki enjoyed meeting our members and sharing her strategies to success. If you have any questions for Nikki, I would be happy to contact her to get them answered for you.

Thank you to all that baked and purchased baked goods at our second Annual Thanksgiving Holiday Bake Sale. Because of your support, we reached our goal income of \$800 for the event. A special thank you to Amy Chenoy of Coastal Title who did a fabulous job as our auctioneer. Her enthusiasm enhanced the success of the event. We greatly appreciate our meeting sponsor Joyce Wyman of Wyman Builders. You can find Joyce's information on www.wcrpalmbeach.com under local affiliates. Please feel free to call me if I can assist you in anyway. **Sincerely,** Mary Kenyon, President Women's Council of REALTORS® Greater Palm Beach County Chapter 561-674-2079

Mary Kenyon