



WCR Review

Greater Palm Beach County

September, 2010

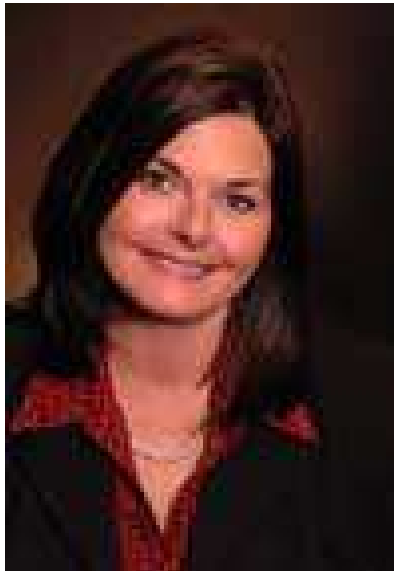
A publication of the Greater Palm Beach County Chapter of the Women's Council of the Realtors®

Thanks to All Who Attended May's Meeting

The Greater Palm Beach Chapter has done it again! We won the "Gold Award!" This award is given each year by the National Women's Council of REALTORS® to chapters that demonstrate outstanding membership value through effective chapter operations and for earning points on achievement of tasks outlined in our Business Plan.

We want to say congratulations to Past President Judy Ramella and her entire 2009 Leadership Team for earning the Gold Award in Chapter Excellence. The Greater Palm Beach Chapter was presented the award at the Awards Banquet during the 2010 Midyear Convention held in Washington D.C. The Chapter members present thoroughly enjoyed the convention and brought home

some valuable tools for our chapter and our businesses. It is hard to believe the year is half over! We have had a very exciting past couple of months.



Mary Kenyon

At our May Business Resource Meeting we had Kelly Smallridge who shared with us the economic growth for Palm Beach County. Kelly also shared the truth

of what Amendment 4 would mean to us. She stated that all economic growth in Palm Beach County would stop.

In June we had 3 panelists who spoke on the topic of social media and how to correctly integrate it into our businesses. They also shared ideas on leveraging the time you spend on social media and reminded us that this is still a people business that will grow with building relationships.

July 30th was the day for our **outstanding** District III Event "Breaking Barriers". Attendees had nine educational sessions in the morning and then enjoyed lunch with our Keynote Speaker, Nan Harper, Women's Council of REALTORS® Florida State President. We were also presented to 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,



Volume 7 No 3 - July-September,
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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Florida Realtors® essay contest winner who read his essay.

During the month of July we took a hiatus from our monthly Business Resource Meeting but did have a delightful social event sponsored by Toll Brothers held at their community Azura.

We have a great lineup of speakers and programs scheduled through the end of the year. We hope everyone makes plans to attend. Please visit our website, www.wcrpalmbeach.com for a calendar of our upcoming events.

Have a safe and exciting summer.

Mary Kenyon
President

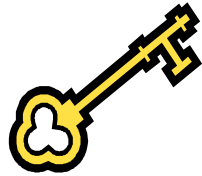
Treasurer's Good News

The chapter's bank account continues to remain in good standing and solvent with a current balance of \$5071.91. While we continue to look at creative and cost effective fund raisers, we had a very successful Dessert Auction that helped our chapter raise over \$700. Thank you to all who contributed delicious goodies and helped make the financials.



Laura Stemple

auction a true treat to our



Key to success



can work where there is less competition. It should also be an area where you can easily develop an expertise and hopefully one that you will enjoy working.

You won't be successful trying to be all things for all people. You need to focus your attention on an area that you know and enjoy, something which will set you apart while creating a steady flow of business.

You should also remember that today's market conditions aren't the only thing that has changed; so have the ways we keep in touch and cultivate the relationships that bring us business. We must use the Internet, e-mail and technology to serve our niche consumer

Finding a niche doesn't just mean finding a part of the market that is underserved so that you

Develop a specialized Web site, blog or electronic newsletter that will reinforce your niche expertise and reach more of this demographic.

Sandy Shepard



**WCR wins
the Gold**



International Committee

We have come a long way baby!!! With the help and assistance of the International Committee Members, we have made great strides on the path to our Main Goal! To become a **STANDING COMMITTEE!!!**

WE DID IT!! Our enthusiasm and commitment to the International Committee and our Women's Council of Realtors State Chapter, has fueled our drive for success and recognition on this matter.

Florida, being the main state for International Real Estate, it just makes sense to have a serious voice in line with Florida Realtors and the National

Association of Realtors. We have dedicated many hours, brain cells and much enthusiasm to put us in the forefront to educate our members about the International Committee as well as our members that are not serving on this committee, on the "How To's" of international real estate.



There are many international educational programs we have provided. Some were: At Home with Diversity, Transnational Referral Certification to name a couple. We will provide you with the up-to-date information on International Real Estate.

Judy Ramella

Greetings from your Governor

Congratulations to all of you who participated in the District III Forum. You did an outstanding job!

You should be very proud of being part of the "Greatest" Palm Beach County Chapter. In August numerous leaders who developed and learned from your chapter will be stepping up into State leadership positions once again.

We are blessed to have such dedicated volunteers in our midst. They do a wonderful job of representing us on the State and National level.

Part of the beauty of being a Women's Council Member is the growth and training that is provided on every level.

I am proof positive that you can utilize the skills you learn through volunteering at

Women's Council in many positive ways. National Women's Council has given me the opportunity to facilitate a Brokers Owners Forum this past May in

Washington DC. I will be a panelist on a webinar in September. Then I was honored to be asked to be part of the National Steering Committee again for 2011. Every opportunity is available to you too.

Our Mission and Vision Statement are so true. I encourage you to participate in the local chapter, go to the State and National meetings, Learn and Share the Knowledge with others.



Deborah Bacarella

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Deborah Bacarella

Believe in yourself, reach your summit



Mike and guide at the top of Kilimanjaro

We've heard the name for much of our lives. *The Snows of Kilimanjaro* by Ernest Hemingway intrigued us with the name and the uniqueness of this great peak, rising alone above the African bush lands near the Serengeti with its images of wild animals, lions, elephants, rhinos, leopards and buffalo.

Mt. Kilimanjaro's iconic, glacier capped peak lies at the equator above the hot, arid bush lands and leads one's eye to upward almost 20,000 ft, almost 4 miles high, and almost one mile higher than any mountain in our lower 48 states. It is a dormant volcano that rises into the heavens. Its summit is 2,000 feet above Mt. Everest's base camp.

February 11th of this year, at 6:30am, following a 6½ hour climb through the dark of night since midnight, I stood on the highest point of this great mountain, the tallest peak on the African continent, the roof of Africa. This moment culminated many months of training and preparation and almost six days of climbing and camping, going ever higher into the thinner air with each step. At the summit, the air was only half of the density we have here at sea level. Only a walking/climbing pace of one small step....and then one more small step,only one every second,.... was possibleand even thenfrequent rest breaks were necessary. The wind

Beautiful day at "Killy"

was blowing hard and the temperature about -20 Centigrade and the chill factor too cold to consider. Wow, nature is severe.

Never having climbed, or camped on even smaller mountains, the challenge of climbing Kilimanjaro took a great belief in myself and the human spirit. It took getting away from the comforts of the automobile and the airplane. Why, one could easily fly around the peak in a pressurized airplane and take a look, and only minimum exertion would be necessary. But to hike and climb there, from the rain forest to the alpine desert, sleeping in freezing temperatures, feeling the dirt and grit, the scree, or gravel ground by the glaciers puts one closer to nature and builds self confidence.

In our daily lives and work, we have challenges and threats, and we have opportunities to prevail, to overcome, and to succeed. If we believe in ourselves, prepare ourselves, surround ourselves with a good team like we have in WCR, we will reach our goals and stand on the top of our mountains and enrich our lives.

Believe in yourself and find success and peace within, and you will reach your summit with confidence.

Mike Owen