



WCR Review

Greater Palm Beach County

September, 2009

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

Convey, Law of the Farm

Author, speaker, and motivator Stephen Convey says “The only thing that endures over time is the “Law of the Farm.” You must prepare the ground, plant the seed, cultivate and water if you expect to reap the harvest.” Covey’s words strike a chord with our chapters’ theme from 2008 and Transformation 2009; if you do not refer or prospect, there will be no reward to harvest!

tone of voice. Only a small fraction



Judy Ramella

As with any form of referring/prospecting, personal contact is always best. Studies show that communication is most effective through our facial expressions and

of the words we use are helpful in developing rapport with clients and customers. It is best to make a personal visit or contact when referring/prospecting anytime you can.

The best way to get the most out of Women’s Council of Realtors is to visit surrounding chapters! Many of the surrounding chapters have lunch meetings, offering you the opportunity to prospect/ refer business! The Jupiter Chapter has lunch meetings at The Sugar Cane Garden Bistro. The Stuart Chapter and the Port St. Lucie chapters both also have lunch meetings! They are so close yet so far! Perfect for referrals! But the key is to meet in person, show them who you are! Shake hands firmly and good eye contact, you may have a deal!

Judy Ramella

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 6 No 4
WCR Governing Board
2009

- President.....Judy Ramella
596-0940
- President Elect:.....Mary Kenyon
674-2079
- VicePres. Membership..Delores Roth
561-202-7152
- Secretary.....Eddy Sua
561-213-7653
- Secretary,Corresponding.....Darlene
Pachter
451-9379
- Treasurer:Kristin Stampini
929-4846
- Past President.....Tim Kinzler
561-573-0557
- Affiliates.....Carol Bloom
561-441-9493
- ByLawsParliamentarian.....Nancy
Macaluso
561-301-2171
- Community Outreach.....Joann
Defrisco
951-3758
- Education.....Maria Arias
305-785-6228
- Finance.....Kristin Stampini
929-4846
- Hospitality.....JanetMelame
561-601-9455
- Newsletter.....Betsy Owen
276-4717
- Nominating.....Tim Kinzler
561-573-0557
- Programs.....Deborah Bacarella
561-239-2300
- Registration..... Teresa Garcia
- Strategic Plan.....AmyStark
954-445-4545
- Technology.....Dolores Roth
561-202-7152
- Toastmasters.....Eddy Sua
561-213-7653
- Ways and Means.....Amy Stark
954-445-4545
- WEB Links:WCR.org
WCRfl.com
RAPB.com
WCRPalmBeach.com

2009 Programs

All meetings unless otherwise noted
begin at 8:30am sharp.
Arrive early for pre-meeting
networking.

RESERVATIONS

Congratulations to the new

2010 officers!!!!

As a leader in any organizations at local, state and national levels I have found serving in a leadership role has always increased my business while giving of one's time and talent to a vibrant organization like the Women's Council of Realtors®.



It has been proved time and time again by past National Association of Realtor® Presidents who started their journey at a local chapter of Women's Council of Realtors®. The leadership training and interaction with the movers and shakers in the real estate industry provide any willing, qualified, and focused volunteer will enhance every aspect of your life!

Congratulations to 2010 Officers elected at the September meeting.

Mary Kenyon – President

Kristin Stampini
– President Elect

Rachel Ramsey
– VP
Membership

Janet Maleded
– Treasurer

Wendy Lindquist –

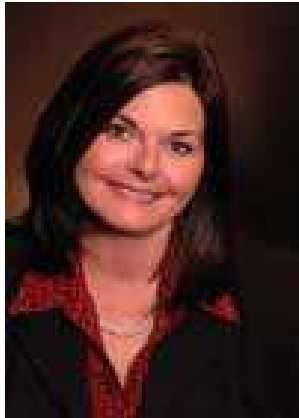
Secretary

We are thankful for all candidates who ran for the offices.

Hats off to a dynamic nominating committee including Nancy Macaluso, Darlene Pachter, Joann Lee, Pamela Banks and Chairman Tim Kinzler.

Tim Kinzler

Become involved in Leadership, build your business



Mary Kenyon

I have just begun to read John Maxwell's *The 21 Irrefutable Laws of Leadership* and have already determined that this book will be one of the best books I have read on leadership. The book describes how becoming a leader **WILL** bring you success in all areas of your life. To give you just a few quotes from the text:

“So here it is: leadership ability is the lid that determines a person's level of effectiveness. The lower an individual's ability to lead, the lower the lid on his potential.”

“The higher you want to climb, the more you need leadership. The greater the impact you want to make, the greater your influence needs to be.”

Mr. Maxwell explains that learning leadership skills will bring you to a higher level than even being the best at performing your job. He believes that success is within each one of us but that without leadership ability we will only perform with limited effectiveness. Our impact will only be a fraction of what it could be with good leadership skills.

Are you ready to optimize your potential?

If your answer is YES then volunteer your time and talents. Be ready to build lifetime friendships, learn top leadership skills, build referral networks, build new business opportunities and climb as high as you want to be.

Our August breakfast meeting was an exceptional panel of leaders led by WCR Past National President Ann DeFries. Patricia Fitzgerald, Vice President of FAR; Pamela Banks WCR Governor and RAPB Director; and Deborah Bacarella, WCR District III Vice President provided significant benefits to being involved in Leadership Roles. Each panel member had different reasons they became involved but one common comment was that they would not have had the business or personal growth they have today if not for becoming involved in leadership. I heard a comment after the meeting which was “I feel that this meeting gave me the permission to become involved”. Many of you have had a tough couple of years in your business and are probably thinking that you should not take time away from work to get involved in an organization. I can guarantee you that by getting involved in Women's Council of Realtors you **WILL** build your business and become successful. Since becoming a member of WCR I have been watching the leadership very closely and have seen amazing personal growth in each one. That personal growth leads to business growth.

The 2010 committees are being formed now and I encourage each of you to join a committee. Please call me or review the committees on-line. I would be happy to meet with anyone that has questions on how they can become involved. **Mary Kenyon**

Congratulations Greater Palm Beach Chapter Members

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

Families First can be helped by your family

Families First of Palm Beach County is a private nonprofit county-wide Family Service Agency whose vision is to build stronger families and stronger communities. Wrap around services are provided for thirteen hundred families yearly. Families seeking to build a better quality of life for their children can benefit from Families six diverse programs, whose focus is to reduce barriers that impact family stability. The Agency has offices in West Palm Beach, Delray Beach and Belle Glade. Families can furnish personal support and coordination of service to partner with families to meet their individual needs.

1. Bright Beginnings provides education, support, advocacy, referral and linkage for pregnant and parenting families with children up to age three.

2. Targeted Outreach for Pregnant Women conducts outreach services for high risk pregnant women throughout Palm Beach County to ensure early entry into prenatal care and healthy births.

3. Kin Support Project provides comprehensive home and community based social work and legal services for relative caregivers and their families.

4. Beacon School Project provides comprehensive home and community based social work and legal services for relative caregivers and their families.

5. Family Self-Sufficiency brings education, support, referral, linkage and advocacy services to Delray Beach families whose goal is to become first time homeowners.

6. Healthy Families teaches parents about child development and age appropriate activities and discipline techniques so that home visitors help break generational cycles of child abuse.

The goals of the programs are as follows:

- Healthy births and child development
- Ensure healthy parent child bonding
- Build family stability
- Promote healthy family functioning
- Achieve school readiness and academic success
- First time home ownership

The Mission of Families First of Palm Beach County is to create opportunities with families to embrace their hope, strength and potential for change.

Produce skyrocketing sales



Lydia Crystal

Lydia Crystal's Real Estate Transaction Coordination Service is Your Mission Control for Skyrocketing Sales

Lydia Crystal's real estate transaction coordination program has all the elements of NASA's **Mission Control**. Our main goal is to manage your real estate missions (transactions) from point of lift-off (contract) to landing (closing). We oversee and track your entire flight (transaction) with cutting edge computer technologies and communications systems. With you as the **Flight Commander**, our active control room monitors your spacecraft trajectory (the details along the path to closing), handles **course changes and establishes launch and landing windows** (coordination specifics with banks, title companies, buyers and sellers). We are specialists in streamlining **backup procedures** for the high energy, fast paced phases of the mission. Our goal is to

provide a glitch-free, **smooth sailing** operation so that you can concentrate on what you do best -commanding more successful missions (transactions).

It doesn't matter whether you are **orbiting nearby** or hundreds of miles away, our mission control is in touch with your every move. You are the air to **ground communicator**. Pick up your cell phone and phone us now at **1-800-593-4201**. Let's **blast off** together!

Benefits to You!

- Smooth, timely, coordinated closings.
- State-of-the-art Internet technologies.
- More time to command your mission and make more sales.
- Access files 24/7
- Password- protected environment
- View/download documents and messages 24/7
- Customized e-letter library
- Documents burned to CD after Closing

The Escrow stays:

- On Time
- On Track
- On Task
- On Target

We are dedicated to you and your success. Let us give your real estate mission a boost! Pick up your cell phone and phone us now at **1-800-593-4201**. Let's blast off together!

Lydia Crystal

If dogs were Realtors®

As many of my social networking friends know I have three, yes count 'em three dogs. It will end my marriage trust me!

As a big “rescue” advocate I have two from our local shelter, and one that is my foster dog. I am watching them play at the end of the day and of course this bizarre thought popped into my head...”If My dogs were Realtors...what would they sell? So here we go...

Jimmy Buffett, my yellow lab, (known as Buff or Buffman) being the laid back big pup that he is, would sell beach houses and out houses...he loves the water, he likes getting messy, and he wants to just fling his blond body anywhere he can. He is happy doing a few decent deals a year, having a big bone and a few “tasty” waves to share with his clients!

Bimini, my Sheba/Husky Mix, who is very beautiful, snobby and catlike would sell penthouses and big mansions...that is it...take it or leave it she would say to her buyers...I have more where you came from!

Bella, my mini Schnauzer would be selling duplexes and condos on South Beach as she moves fast, likes change and is very

colorful to say the least! I see her whizzing her clients around in her red sports car and writing contracts fast and furiously! PS...she only works with cash buyers from Europe!

I keep thinking about Dr. Suess and Go Dogs Go...”Do you like my hat” “I do not like you hat”...”Good-bye” “Good-bye”!

All those dogs running around in cars and having fabulous social lives like humans and just like real estate agents.

I just love that book!

If dogs were Realtors®, there would be more loyalty and less back stabbing!

My dogs would be great team members...diverse, dependable and full of enthusiasm for each and everyday!



Michele Bellisari

So next time you have a bad day...think about your dog or cat as a Realtor®...it will put a smile on your face because let's face it...our animals are truly a reflection of who “we” are...I just happen to have three, and I think I have a little bit of each of them in me!

Michele Bellisari