

2010 State Conference (February)

Indian Wells, CA

As always, the official start of the conference took place at the welcome reception, held at the residence of Heather Ozur's family, in Indian Wells. What a home and what a reception, with entertainment provided by the smooth fingers of David Smadbeck, (WCR, Northern California) on the keyboard. It was wonderful to see those who, over the years, have become true and loved friends in this sisterhood called Women's Council of REALTORS®

After a restful night, we joined together in the conference center for breakfast, networking, and the start of the proceedings. It was heartening to see so many new faces, however, one recognized the stalwarts who return year after year – those who leap in to assist in organizing the conference, setting up the Installation Dinner, hosting the workshops and who ensure the smooth running of a dynamic and informative conference.

We were honored to not only witness the handing over of the gavel from 2009 State President, Mike Riley to the much loved Barbara Safran, 2010 State President, we were further honored by the VIP attendance of Debra Tatum-Gilmore, 2010 National President. Presiding over the proceedings were Theresa Berrenger, Jamie Saltman, Heather Ozur and Rana Linka.

Gail Hartnett from Boise, Idaho was recognized as 2010 Member of the Year – a very deserving award.

Debra Tatum-Gilmore (2010 National President) provided an inspirational and (as always) extremely humorous look at bot real estate and WCR! Every member of the audience was acknowledged by Debra as a leader, stating that she did not enter into WCR to lead – rather she came to serve.

Gail Hartnett

Speech on line at State web site WCRCA.org

Membership Breakout Session

The room was divided into 4 groups who brainstormed ideas to recruit new members and member retention. Ideas were as follows:

- Display a vase of flowers, with one new flower bearing the business card of each new member. As members see the vase fill, it will indicate the strength and growth of the Chapter
- Offer a \$5 gift card for each member who bring a guest, with a \$25 gift card to the sponsoring member for those who join.
- Present all new members with a survey to obtain their involvement in committees (we already do this)

Membership Breakout Session

Need to budget for an affiliate appreciation night (pot luck or similar) line officers, Board and affiliates only when affiliates don't do anything.

WCR bucks where if uses an affiliate, the realtor gets bucks. (call Paulette for info).

Get pens, pads etc from affiliates and gift to new members in decorative bag. This puts them in touch with affiliates

Have affiliates present speakers etc

The affiliate that brings TWO paying realtors to the same lunch, gets their lunch free.

Offer the e-mail addresses of all attendees so that sponsoring affiliates may make immediate contact with attendees, allowing them to generate business for themselves

Realtors are able to network with Top Producers in their field who will help and mentor them

THE WINDS OF CHANGE HAVE BLOWN!

Mike Riley – Awards luncheon

It is always a pleasure to see hard work rewarded and many members received awards for their commitment and dedication to WCR State. Staging a State conference is no mean feat and takes the effort of many people, all pulling together and sometimes working 16 hours a day, so that delegates may enjoy the smooth show put on for them. 2009 saw world class speakers that delivered world-class education to those who attended the conferences.

Local member, Jean Teitgen was honored as State Member of the Year

(CAR - Market Data – Speeches)

Robert Kleinhenz Deputy Chief Economist

Where are you going in 2010?

2009 was an extremely difficult year as both the housing market dipped and so did the industrial production! Is the economic stimulus responsible for the upswing in 2010? Yes Is the private sector economy going to pick up the slack when the stimulus goes away?

Inflation will be in check in 2010 even though the threat is out there, however this will take place in one or two years. The Federal government is trying to keep mortgage rates low so buyers have a shot at getting in the door for a while yet.

Unfortunately it is going to take time for this economy to grow jobs especially in California. This is California's highest rate of unemployment since 1940. The unemployment number has turned the corner, but we probably won't see a significant improvement till the 3rd qtr of 2010.

Manufacturing is staging a comeback however we have not yet seen all the stimulus money being spent (800 billion dollars)

The worst is behind us but we will see mixed signals in the next 6 -12 months

We should be watchful of inflation increase in 2011 but the monetary policy (Federal Reserve) is: no rate hikes in the first half of 2010.

Get buyers to take advantage of the low mortgage rates while you can

We had a strong year in 2009 with sales resembling those in the pre-boom era (State). At this time State sales rate has superseded that of Federal sales. When clients listen to the news, they believe what they hear. The reason that sales have increased is because of the distressed sale market.

Since Feb 2009 we have seen a 25% increase in the median price, so the Californian market is ahead of the national market and we reached the 'bottom' in Feb 2009.

Definitely, sales under \$500,000 has been the lion share of sales (thanks to Fanny and Freddy) with the high end properties dropping dramatically, however there has been a slight uptick in \$500K and \$1M properties.

At this time 4.5:1 families in California can afford to buy a home. 47% of Californians could afford to buy homes in late 2009.

Affordability up strongly in \$500K range

Mortgage rates at near historic low

Median price up, BUT Price to income ration at historic low

Median price is up 25% up

Inventory 4 months below 7 month average

Home prices will go up in 2010 but will dip periodically on the incline

Day 2

State Items for voting:

1. Meetings

Chapter Meetings should be held in conjunction with the business meetings of the California Association of REALTORS®

2. Eligibility For President Elect, Secretary and Treasurer

Candidates should have the following qualifications:

- Been a WCR member in good standing for 5 consecutive years
- PMN designee
- Served on one or more State Committees for 2 consecutive years
- Chaired a State Committee
- Attended four of the 6 most recent State meeting
- Attended 2 of the 4 most recent National Meetings

Candidates must have been a Local Chapter President

3. Eligibility or State Governor

Candidates should have the following qualifications:

- Been a WCR member in good standing for 3 years
- Served on a State committee(s) for 2 years
- PMN designee
- Attended 4 of the 6 most recent State meetings
- Attended 2 of the 4 most recent National meetings

Candidates must have been a Local Chapter President

4. Eligibility for District Vice President

Candidates should have the following qualifications:

- Been a WCR member in good standing for 2 years
- PMN designee
- Served on a State committee
- Attended 3 of the 6 most recent State meetings

Candidates must be a current or past Local Chapter President at time of election

5. Elections

- A. All candidates may start campaigning for office at the office at the conclusion of the second State Chapter meeting of the year
- B. The 'Rules of the Day' shall outline the procedures to be followed and be approved by the members eligible to vote prior to voting

As at January 1, 2010, we have 2109 members Nationally – we have gained 171 new members since then.

CAR UPDATE - Steve Goddard 2010 CAR President and Wendy Furth RAF

172,000 CAR members at this time with enough reserves to carry us through 14 months. This has been done by doing cut backs but not skrimping on education.

One of the laws that was overturned was the 90 day turn around for investment properties. Now investors can flip properties for at least another year. The Californian median is currently \$729,000.

There are several task forces:

REO Task force making sure that we are kept on an even keel, processing sales as fast as possible.

Federal Issues Sounding Board and Broker Involvement Program – NAR and CAR program for brokers to sign up, allowing quicker response for agents. HVCC looks as though it's going to be phased out (expiring at end Jun).

Policy Re-organization Group:

Education – everything you ever wanted to know will be kept on this web site (CAR.org) with a calendar for classes. WCR is able to post their training on this web site.

Wendy said that we need more fund raising captains – Realtor Action Fund must be supported. Let's put the FUN back in Fund Raising so we can expect golf tournaments,

Several bills have been defeated allowing REALTORS® to concentrate on the business of selling. We are NOT the toilet police!

Lynne Valintis gave a talk on the membership drive, saying that prizes would be awarded to the Chapter with the highest number of recruits. San Diego is currently in the lead with 12 new members in the month of January with 8 more in the pipeline!

Tammy Newland – Expo

The theme for the June NAR Expo is 'Upwards and Onwards' – every Chapter is required to buy a minimum of \$100 raffle tickets so that it pays the \$2200 for our WCR booth in June.

3 for \$1 or \$1 each for \$1,000 cash drawing.

Give out 1 ticket to each new member as reward

Tammy needs us to give her all the cities that we serve, so that new recruits can be distributed from the Expo.

Richard and Elizabeth Mendenhall – Leadership Development Toolkit

(2001 President NAR)

No matter who it is, every REALTOR® needs a coach. This might be a coach, a mentor, a Top Producer or a broker, but every REALTOR® needs someone to keep them on track and to recognize their strength and weaknesses.

It's all a question to be the right person at the right time – to have the guts to make a decision and to take the plunge in seeing a project to the end.

This is the year where WE become champions. We have trained just like Olympic athletes by getting through a tough market and we are ready now that we are in the best condition EVER, to reap the benefits and walk away with the gold!

Never put an age limit on success.

Inspiration is not something you get from someone – it's something you bring it to the table but how do you get that inspiration? You have to learn something. Crank up the music, listen to the stats (boring as they might be), jump onto a web site and learn and the inspiration will come. NAR.org and CAR.org contain excellent reading material). Spend time in nature and meditate. Channel your energy and focus.

Bizsum.com will sum up the leadership books, if you don't have the time to read whole books.

For video conferencing, use:

Megameetings.com

Palbee.com (free – 9 people per conference at a time)

Eyejot.com for sending free video e-mails

Work your business by design, by stepping through your business plan.

Give people clear goals and ensure that they understand the instruction and they will want to be part of the process.

To generate leadership, share, empower and/or teach

Joesgoals.com to create and track your goals (free)

Be around happy, successful people and live in the light of your life.

If you fail to prepare, you are prepared to fail

Mesh.com is a Windows version of online document collaboration

The best way to become the best is to have fun! Shaun White

A trophy gathers dust but memories last forever (Mary Lou Retton)

Generate inspiration by giving – by helping others

To give anything less than your best is to sacrifice the gift.

Olympic motto is “Swifter, Higher, Stronger” and that should be our motto

(Presentation will be on State web site) and on www.2001richard.com

RichardM@realtor.com

Characteristics of a Good Leader

Character – moral excellent and the action to back it up

Commitment – Starts in the heart and is tested by action

Communications – People will not follow you if they don’t know what you want from them or where you want them to go

Courage – Begins with inner courage to do the things that are required of you

Generosity – It’s not about the perks – it’s about helping others

Initiative – leaders should push themselves

Positive attitude – Is a matter of choice between being proactive or being full of doom and gloom

Problem Solving – even in the dark times, we have to figure out what to do to make a difference

Self Discipline – No one achieves without self discipline

Servanthood – To get ahead, you must put others needs before your own

Teachability – We must continue to learn if we are to continue to teach

Passion – Underscores the commitment and is the first step toward achievement. The greater the desire, the greater the achievement

Leadership is lifting a person’s vision to greater heights!

5 Levels of Leadership

Position – Some people follow just because they have to

Permission – people who follow because they want to

Production – people who follow and get results

People development – those who follow because of what you did to help them

Respect – those who follow you because of who you are and what you represent.

You are a member of WCR Respect the journey

Workshop: Dreamwork Is Teamwork

Deborah Tatum-Gilmore ~ WCR National President, 2010

Those attending this workshop were divided into three groups. We were shown a drawing of a body part and given about 30 seconds to document the importance of that part to the body.

The heart pumps life-giving blood to all parts of the body

~ The heart of the Chapter is the President, who receives information from committees and disseminates that information, while delegating tasks

The ears, hear and send impulses to the brain

~ The members gather information and bring it back to the Board

The mouth speaks and in doing so, disperses knowledge to the masses

~ In the WCR sense, the mouth is the Education committee, providing excellent speakers who educate the members

The mouth also eats nourishing food and passes it to the stomach to break down

~ In our case, the mouth is the Membership committee and the food are new members. Membership breaks down the members into committees, so that they might help with the smooth running of the Chapter

The hands reach out and provide nourishment, warmth and love

~ Our Affiliates are our hands, taking our message to those who will attend our meetings and hopefully join our Chapter. They also spread the word about our events, thereby contributing to their success

Each body part can be likened to a sector of our WCR Chapter and just like the human body, unless the body contains all parts, it cannot function optimally. While the body might be able to continue without a hand or a leg, it does so with impairment and thus our Chapter needs the input of every committee member, in order to flourish.

It is important to note that we do not hear with our feet and we don't speak with our noses! Therefore, each committee member should do THEIR job and not the job of another committee, unless asked to help. Like any organization, there are lines of communication to be followed in order to keep everyone informed. This might be likened to **fiber** which if not taken in the right quantities, can have disastrous effects!