



Mission

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

2012 Officers

President

Maridel Y. Perlas, Realtor
Alain Pinel Realtors
Maridel.perlas@gmail.com

President-elect

Judith Palmer, Realtor
Alain Pinel Realtors
Judithpalmer@sbcglobal.net

VP, Membership

"Sam" Mallin, Broker
Re/Max Central
Shirley@shirleymallin.com

Secretary

Karen Ball
Pronoo Insurance
kmball@sonic.net

Treasurer

Jill Bertoli-Spence, Realtor
Alain Pinel Realtors
Jill@apr.com

2012 Governing Board Committee Chairs:

Budget/Finance: Terriann McGowan,
Admiral Real Estate.

Bylaws/Audit: Carol Shields,
Keller Williams Realty

Education: Fred Stoufer,
Creative Property Services

Hospitality:

Membership: Denise Lynch,
Alain Pinel Realtors

Nominating: Jennifer Peschken,
Wine Country Realty

Parliamentarian: Jo Lasley,
Keller Williams Realty

Ways & Means: Debra Speer,
Property ID

January 2012



President's Message

Dear Wine Country Members:

It is great honor to serve as your 49th President of the Women's Council of Realtors Wine Country Chapter. It will be pleasure to work with great people such as our governing board members, Judith Palmer, Sam Mallin, Karen Ball, Jill Spence-Bertoli, Jo Lasley, Denise Lynch, Terriann McGowan, Jennifer Peschken, Carol Shields, Debra Speer, and Fred Stoufer.

I would like to thank Carol Shields, Terriann McGowan and Judy Hawkins for their guidance and support of my development in the Women's Council of Realtors -and to my husband, Patrick and children Michael, Andrew and Jacqui for their perpetual support in any of my endeavors.

We are part of one of the largest national women's organizations in the United States. We have great opportunities. And, we are ready for a new beginning! I spent much of the last year watching and listening to our members. We compare ourselves to the National and State benchmarks. We are committed to continuous improvement.

In 2012, I will re-focus on the benefits received by our Chapter members. Excellent programs, update members with the latest technology, topics that are important to realtors and affiliates, and on leadership development. My goal is to have the very best speakers present the information you need to grow and succeed in your business. We are working with NorBAR and the local chapters of Realtors on some projects, and co-hosting sought-after experts who speak about relevant topics to our industry. I encourage you to become involved. The Women's Council of Realtors is a great platform from which to develop your leadership abilities and/or to become a leader within the State and National Association of Realtors.

If you have not visited our website, this is the time to check it out. Major changes have been made and will continue to improve. All member information is uploaded so WCR Realtors from other Chapters can contact you directly and maybe refer you some business. All our Governing Board members, as well as all the Committee Chairs, are also posted so you know who to contact for specific questions, concerns, or suggestions. The 2012 Calendar of Activities is posted ahead of time so members know what's going

Don't Miss These Exciting Upcoming Events!!

When: February 8, 2012
11:30 am - 1:00 pm

Where: NORBAR
131 Stony Point Circle
#1700, Santa Rosa, CA

Guest Speaker:
Brad Andersoln
Future of Real Estate
Technology

\$25/ Members
\$35/ Non-Members

Mark Your Calendar! Look for the February Eventbrite Invitation soon!



The Wine Country Chapter of the Women's Council of Realtors® - serving Sonoma, Mendocino and Lake Counties since 1964.

Local:

www.wcrwinecountry.org

California State WCR:

www.wcrca.org

National WCR:

www.wcr.org

on and where to find us.

For sponsorship, we have attached the forms if you wish to sponsor us and if you have any questions, you can directly contact Debra Speer for more information.

Congratulations to our 2011 awardees. . . **Debra Speer** (Volunteer of the Year), **Elise Groves** (Entrepreneur of the Year), **Suzanne Drace** (Realtor of the Year) and **Julie Drady** (Affiliate of the Year).

If you have any suggestions and or concerns, please don't hesitate to give me a call at (707) 540-2168.

Welcome to 2012! I know this will be a great year for our organization! Remember, we need you to make this happen!

Cheers!

Maridel

CHAPTER SPOTLIGHTS....



2011 Realtor of the Year - WCR Wine Country Chapter

I served WCR for about 5 years. I started off by being a regular member who attended meetings. I was then asked to be a model in the annual WCR fashion show. I had so much fun and made some great connections in our local real estate community. This event solidified my relationship with WCR. The following year I was asked to be a member of the Board. This particular year, I shared the responsibility of being CO-Chair of the Fashion Show with Kim Smith. I then elected to be the Board Secretary then President-Elect and then on to being the President for the 2010 year. I was able to network and make connections with many Realtors around California and nationwide as I was able to travel to the State Meetings and the National Meeting two years in a row. WCR allotted the time for me to be able to travel to these places and network with some amazing Realtors and listen and be inspired by national speakers that I may have never been able to hear had it not been for WCR. Being involved in events such as the Fashion Show taught me not only how to coordinate a huge event and gave me confidence to know how to do that but also taught me responsibility and accountability. By being a member on the Board for 3 years showed me the dynamics of a group setting and learning to work together for the cause of the members and the foundation of WCR's principles. I know that the entire WCR experience gave me some of the most important friendships and connections that I know for sure I would never have, if it weren't for WCR. I am so thankful and grateful for this honor bestowed upon me and that you cared enough. Thank you.

Suzanne Drace | Branch Manager, Wine Country Group

Chapter Spotlight.



2011 Affiliate of the Year - WCR Wine Country Chapter

I moved from New England to Sonoma County in 2002 and began my career in Mortgage shortly after that. I barely knew a soul in Sonoma County but with the help of a few friendly Escrow Sales representatives, I was introduced to the world of Women's Council of REALTORS in 2005.

Wow!! What ensued after that was nothing short of amazing. Being a part of WCR Wine Country Chapter has opened me to a network of smart, successful Real Estate Professionals who welcomed me to the organization with open arms (and put me to work shortly after.)

While elected to the Governing Board, I had the opportunity to travel to State and National WCR meetings on behalf of the Wine Country Chapter. Experiencing WCR on a broader level opened my eyes to what a powerful organization it is. The collaboration, creativity and passion brought by the men and women attending the meetings was inspiring and most impressive was the sheer number of highly successful Real Estate Professionals who are part of the organization Nationwide. It is hard not to be energized by the enthusiasm brought by the members of WCR.

In my experience, I have found that the more one puts into WCR, the more one gets out of it. I have met some of my closest friends through WCR, grown my network of referral partners exponentially and have grown leaps and bounds personally as a result of the experiences I've had with WCR.

As the Mission Statement says, WCR truly is a "network of successful Real Estate Professionals empowering women to exercise their potential as entrepreneurs and industry leaders."

I am honored to be affiliated with the Women's Council of REALTORS Wine Country Chapter and most humbled to have been named 2011 Affiliate of the Year.

Many Thanks,
-Julie M. Drady
Home Mortgage Consultant
Wells Fargo Home Mortgage

Are you interested in submitting an article for a future newsletter?
Contact Maridel Perlas
maridel.perlas@gmail.com



When we opened our Alain Pinel Office in Santa Rose in 2010 we became the northern most location in the 32 office power house of this locally based premier real estate company.

While some said “Alain who?” we were proud to associate with the 6th largest company (by volume) in the United States and the 2nd largest firm in the Bay Area. Ranked #1 in agent productivity, Alain Pinel (APR) boasts phenomenal training, cutting edge marketing, and innovative technology that is the **best** in the business. While other firms were reducing size, in the last few years APR has opened multiple offices in Marin and Sonoma Counties, while at the same time refining and expanding its’ advanced agent training and area wide referral opportunities.

Here in Santa Rosa, we have provided to our agents a series of programs entitled “The Inner Game of Real Estate”. These sessions are led by Tom Mitchell, a nationally known speaker and performance coach and co author of books with Joe Montana and basketball legend Chris Mullen.

Tom’s training focuses on the day in and day out issues faced by agents in the current market environment. We recognize that the difficulty of the real estate profession today is compounded by the stress of clients losing their homes through short sale and foreclosure, protracted escrow periods, the interaction with multiple banks and asset managers, and a tough lending environment are only the tip of the iceberg. This series is designed specifically to help agents stay positive, centered, and provide tools to cope with the added stress this market has brought to bear. With this program and the exceptional agent systems, marketing, training and support provided by APR and our team here in Santa Rosa, we are poised to provide our agents and our Alain Pinel Realtors clients excellent service and results!

