



Wine Country Chapter

**Mission**

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

Chapter Leaders**President**

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President's Message

Dear Wine Country Members:

Welcome to another great year with your Wine Country Women's Council of REALTORS®.

We have many great programs already in the works for the upcoming months.

Women's Council has so much to offer REALTORS® who are feeling challenged in our current marketplace.

On the local level, our education is fabulous, our networking superb, our support systems invaluable.

This year has already proven to be a challenge for many in our industry here in Sonoma, Mendocino and Lake Counties. Now is the time to turn to the good friends and associates we have within this Chapter and support one another as best we can with networking, referrals and encouragement.

Meanwhile... take a look at our slate of speakers for the year, and join us at our monthly business resource meetings, held at the Bennett Valley Golf Course. You won't want to miss any of these great speakers, including hard to schedule folks like Carole Rodoni and Robert Kleinhenz.

While you are there, be sure to pick up the recently prepared Chapter Members list for future networking! The Wine Country Chapter has 79 members at this time – so make use of this good referral information.

Denise Horner

President

What's Online

Have you been to our site lately?

Check out your local Chapter site today: **www.wcrwinecountry.org**. We post links to the National WCR and California State site, along with BAREIS and NorBAR. You can also find WCR history, various useful forms, Board Member contact information – and much more. We would like to thank **Karla Osmun (owner of Essentials Salon in Santa Rosa)** for all her good work on this website, publishing our newsletters for the last few years, and supporting our Chapter as Marketing Chair on our Governing Board 2008-9! **Thanks, Karla!**

Upcoming Events

"Legal Update"

Featuring
Jeremy Olsan
Attorney at Law
(NorBAR legal representative)



May 20, 2009

Legends Restaurant

At Bennett Valley Golf Course / Noon – 1:30pm

\$25 members / \$30 non-members

Questions about this event? Contact Lois at loisamm@yahoo.com.

Upcoming Programs

June 24, 2009

JOHN GRAY, author of "Women are From Venus / Men Are From Mars" – special networking event at Hiddenbrooke Golf Course, Vallejo.
10:30 – 1:30 / \$35 ticket
Contact Denise Horner for evite information (denisehorner@comcast.net).

Legends at Bennett Valley Golf Course, Santa Rosa
Noon – 1:30 PM

July 8 – Carole Rodoni

August 12 – Sharon Ledbetter / EcoGreen Real Estate

September 9 – Herb Cody, Safety Awareness

October 14 – Robert Kleinhenz Deputy Chief Economist / CAR

November 18 – Rick Geha on Lead Generation

December 9 – Champagne Holiday Luncheon and Installation of 2010 Officers

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

Marketing To Women

Excerpted from notes by WCR members Kathy Vause in Central Utah and Sheila Brower in Marietta, Georgia

The WCR National Summit was held in Chicago on March 20-22, 2009. It was designed to help women work with women (the decision-makers), to better understand our role as women entrepreneurs, and to recognize our unique contribution to women in business. We are reprinting for our local members some of the information learned at the Summit.

Did you know...

- Women are responsible for 83% of consumer purchases; 91% of home purchases?
- Did you know that 82% of 2008 layoffs were male?
- How Women fare in the business world:

3% CEO's
6% Fortune 500 Top Earners
15% Fortune 500 Board Seats
16% Fortune 500 Corporate Officers
50% Management, professional, related corporations
46% U.S. Labor Force

- Men care about facts, features, charts and graphs. Men do things by process of elimination and decide up front what they are looking for when they are buying.
- Women like to see people and pictures of people taking care of others. They like photographs and they go with their feelings. For women, shopping is a process of discovery and they assess as they go along.
- Who are our current Home Buyers?
62% Married Couples
20% Single Women
9% Single Men
9% Other

Interesting Websites about Women, Baby Boomers, Marketing and Gender Trends:

www.choicesworldwide.com
www.trendssight.com
www.nancyfarkas.com

Interested in submitting an article for consideration for a future newsletter?
Contact Denise Horner @ denisehorner@comcast.net