



January 2011

Mission

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

2011 Officers

President

Jennifer Peschken, Broker
R E Wine Country
rewinecountry@yahoo.com

President-elect

Maridel Perlas, Realtor
Alain Pinel Realtors

VP, Membership

Carol Shields, Realtor
Keller Williams Realty
carolshields@kw.com

Secretary

Julie Drady, Consultant
Wells Fargo Home Mortgage
Julie.m.drady@wellsfargo.com

Treasurer

Elise Groves, CPM
First Priority Financial
elise@creeksidegroves.com

2011 Governing Board Committee Chairs:

Budget/Finance: Vince Allegra,
Aladdin Mortgage

Parliamentarian: Jo Lasley,
Keller Williams Realty

Bylaws/Audit: Carol Shields

Hospitality: Caroline Fuller,
American Home Shield

Ways & Means: Debra Speer,
Property ID / Christen

Hamilton, Pacific Union Intl

Membership: Maridel Perlas,
Alain Pinel Realtors

Nominating: Suzanne Drace,
Pacific Union International



President's Message – Jennifer Peschken

Dear Wine Country Members: I am honored to serve as your 48th president of the Wine Country Chapter, and to work with the quality people who serve on your Governing Board. I would not be here today if it were not for the help of a few extraordinary people who invested their time and interest in my development within WCR. I want to especially thank Suzanne Drace, our 2010 Chapter President, for her encouragement and support!

Our aspirations for the Wine Country Chapter are significant. We have a great foundation based on service, spirit, leadership, and character. 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 community. Here is what I found out about our Chapter after attending State and National meetings: our standards are high! We compare ourselves to national benchmarks. We are committed to continuous improvement. Because of the talent of our members, we are a thriving chapter - despite the challenges facing our industry.

In 2011, I will be focusing my time and attention at the local level – on programs for our business resource meeting programs, 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 when you need it the most. I plan to work with NorBAR and the local chapters of Realtors to ensure that we do not have the same speakers in the same time frames, and join them in hosting sought-after experts who speak about hot topics relevant to our industry.

We are committed to developing leaders. Very few leaders are born. Rather, they are nurtured, developed and trained. We have a responsibility for this development. I am seeking members who want to develop themselves both professionally as well as on a personal level. I encourage you to become involved, and to express your interest to me or another Board member. 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 associations of Realtors.

*"The future is not something we enter, it is something we create.
Please join me and the 2011 Governing Board in this year of change and growth!"*

Welcoming....

Christen Hamilton, Realtor
Pacific Union International

Julie Johnson
JCP-LGS Disclosures

Don't Miss These Exciting Upcoming Speakers!!

Where: Chloe's Café
3553 Airport Parkway Santa Rosa
Noon – 1:30 PM (11:30 Network)
\$25 Members / \$35 Non Members

February 9 – Cari Pace, Author "Don't Shoot Me – I'm Just the RE Agent."

March 9 - Santa Rosa City Council

April 13 – Brad Warren!! "You Can't Always Get What You Want, But You August: No Can Always Get What You Need"

May: No Meeting Scheduled

June 8 – Mitch Felix – "Building a 'By Referral' Business"

July 13 – Superintendent of Schools (Santa Rosa)

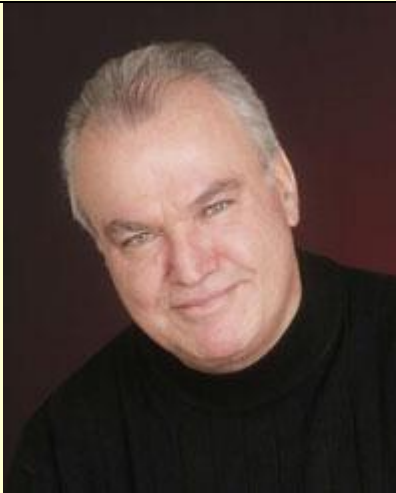
August 10 – Kadin Blonski, Atty. "Fair Housing and Property Management Update".

September 14 – Legislative Outlook

October 12 – Robert Kleinhenz, CAR Economist – "2012 Economic Forecast"

November 8 – Chapter Officer Installation Celebration for 2012

December – Holiday Event TBA



Member Spotlight

MIKE KELLY, Realtor
Keller Williams Realty

Past President
Wine Country Chapter
Women's Council of Realtors
1998

Mike Kelly has been a Realtor in Sonoma County for 30+ years, and you probably listen to his real estate radio show every Sunday at 9am on 1350-KSRO. The longevity of Mike Kelly's radio show (since 1988 on KSRO) is a testament to its value to the listening audience. Wine Country Chapter is honored to have Mike's advice and input for creating a successful 2011 as a Realtor in Sonoma County!

You have been holding classes for NorBAR, teaching agents how to pull statistics from the BAREIS site, along with Clarus Resources. What is important to Realtors about knowing the statistics?

(MK) Knowing your "numbers" or becoming the "Local Area Expert" accomplishes much for a Realtor:

- Exhibits your market knowledge setting you apart from the vast amount of Realtors/Agents who have NO CLUE
- Your local market knowledge will advise your seller how to "position" their home to fully realize the most price.
- You will spot trends and know which months attract the MOST amount of buyers to the marketplace.
- Buyer's will know how to structure an offer as you advise them on the properties demand based on the local numbers.
- Being the "local area expert" will allow you to populate your social media marketing campaign with useful and in-demand market data.
- You'll be a star at the next cocktail party you attend! You'll make friends and influence people!
- Using your local market data plus "Foreclosure Radar" will allow you to inform clients of possible future negative changes to their neighborhood and may speed up their timing to sell or WHEN to present an offer.
- Clarus Resource will provide your blog with colorful graphs and data which will make you dazzle your sphere of influence and future clients!

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!! WCR Local Member Discounts !!

Mention WCR membership when scheduling appointments!

Essentials Salon
4775 Sonoma Hwy, Santa Rosa
707-538-2252
www.essentialson12.com

Karla Osmun, Master Stylist offering 10% discount on professional salon services, including expert hair styling, anti-age skin care treatments, full nail care services, and more!

Cypress Day Spa
2323 Fourth Street, Santa Rosa
(at corner of Siesta)
www.noknots4u.com
Luxurious Body Treatments

All WCR and NorBAR members receive discounts on Tracy's expert services! Call today for reservation and information!

Tracy Cunha, CMT
707-292-2230

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Mike, in 1998 you led the Wine Country Chapter as Chapter President. Why did you want to be a leader of the local Women's Council of Realtors? Has WCR changed in the last 12 years? In what ways?

(MK) When I was a brand new Realtor in 1978 I had as early mentors many women. I was "mothered" by some great ladies who showed me the ropes and kept me focused on WHAT should be done daily to be a successful Realtor. These great woman, Linda Homer, Pat Avilla, LaVonne Summers, Barbara Alderman, all assisted this rookie! My first manager, Warner Samson, a great mentor to me also, was a local WCR Chapter President. My local Chapter involvement is my continued thanks to these great woman who gave freely of their time, guidance and friendship in my early days. It is why today I work and mentor a great Realtor, Allison Norman into the business.

The changes I've seen--The number of Realtors who don't know the value of referrals and working with top flight professionals through involvement in our local WCR Chapter. They don't grasp how very important this can be to their careers as well as the greater Realtor community not only here locally but across our state and nation. I'm thrilled to see the great leadership team led by Jennifer for the upcoming year and thank Suzanne for her grace and strong leadership in a difficult 2010. I look forward to a stronger chapter in years to come, one with more diversity and strength, powering us forward as we approach year 50 for our Chapter!

Go to Mike's blog for the latest Sonoma County real estate news:
www.therealestatehourblog.com

Enjoy sharing your personal and professional skills with fun, dynamic women who are committed to expanding your world – personally and professionally! We would love to have you join one of the following Chapter Committees:

Membership * Marketing * Ways & Means

For Committee Chair or Committee Member information:

Contact: Jennifer Peschken: jennifer.peschken@aegisliving.com

Renew Your Membership



Women's Council is your connection to the top professionals in real estate, as well as great education and opportunities to promote your business online through your free Member Expertise Profile. Don't miss out. Renew your Women's Council membership today and, if you haven't already done so, upload your color photo in the Referral Center at no extra charge. In today's challenging market, we strive to give you the networking, business-building resources and support you need. [Renew today!](#)



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

*Are you interested in submitting an article for a future newsletter?
Contact Carol Shields
carolshields@kw.com*

[Promote Your Business on WCR.org](#)



If you haven't already done so, take a few minutes to log in and update your Member Expertise Profile in Women's Council's Referral Center at www.wcr.org. Complete your profile to capture your industry involvement and community leadership, as well as your professional specializations and education. This is a free form of personal advertising that will be used to determine a member's area of expertise for referrals, speaking and interview opportunities, organization appointments and more. Check it out today at www.wcr.org

!! [Welcome, Maridel](#) !!



Maridel Perlas, President-elect 2011

We are proud to present Wine Country member, Maridel Perlas, as our upcoming 2012 local chapter president. This year, she supports Jennifer Peschken with President-elect duties, as well as taking an active role in Membership Committee responsibilities. Maridel is no stranger to leadership! In 2008, she received both the Cesar Chavez Lifetime Achievement Award and the Redwood Empire Business Hall of Fame Award. From 2004-2007, CPS Real Estate awarded Maridel with the Sales Achievement Award. Maridel brings 15 years of real estate experience, and 10 years of prior banking industry experience to her new leadership role with the Women's Council of Realtors. She is an active leader in her community and church, and served as President of the Filipino American Community of Sonoma County from 2005-2006. Maridel received her B.S. in Commerce/Management Major with Honors from St. Paul College, Philippines. Maridel is married with three children and lives in Santa Rosa.



2012 Incoming Officers (J. Peschken, M. Perlas, C. Shields, J. Drady, E. Groves)

MARK YOUR CALENDARS!

**All Members of Women's Council of Realtors
Are Invited to Attend**



National 2011 Meetings & Special Events

State WCR and Legislation Day - Sacramento

May 3-4

Sacramento, CA
Sheraton Grand Hotel

Midyear Meeting

May 12-15

Washington, D.C.
Capital Hilton Hotel

***State WCR Orientation
and Annual Officer Elections***

September 17-19

San Jose, CA
Fairmont Hotel

National Conference

November 9-13

Anaheim, CA
Hyatt Regency Orange County



