

April, May, June 2008  
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from the  
**President**

It just doesn't seem possible that we are already well into the third quarter of 2008. We've all had a challenging year but I do hope that you've taken advantage of the networking and educational opportunities brought to you through Women's Council as well as through our Association of Realtors. Now is the time to prepare for better times in 2009 so take note of a few opportunities to help you stay on top of this ever changing market.

In recognition of the difficult financial times we are all facing, we are trying something new for our monthly business resource luncheon meetings. Rather than charging for a catered lunch, we are "brown bagging" it with WCR providing beverages. There is no charge to attend the meeting but we do still need reservations. This isn't exactly a free lunch but it's certainly affordable. Please help spread the word.

The 2008 FAR Convention and Trade Expo is less than a month away and the Annual Conference is just around the corner from there. To make this valuable conference more affordable for our members, we welcome you to come up to Orlando for the conference and stay in our room. You must let us know ahead of time so that we can be sure to have adequate space but this is a good opportunity to enjoy the benefits of the conference without having the added expense of a hotel.

The same opportunity is available for the 2008 National Conference & Expo coming up in November. Again, please be certain to let us know ahead of time to ensure that we'll have adequate space.

We have also established a new networking opportunity that is free of charge. In July we had our first new member orientation and member mixer which consisted of a very brief orientation followed by a casual reception. Thanks to our hosts Calusa National Bank and Odette Embury, everyone had a great time. We all had the opportunity to get to know our new members in a relaxed, social atmosphere. Our next mixer is coming up in September with Punta Gorda Realty hosting the event. Watch your e-mails for your e-vite!

Thank you for your support of the Women's Council of Realtors. I'll see you soon.

**LOCAL SPONSORS**

**DIAMOND:**  
**Brian Chapman State Farm Insurance**

**PLATINUM:**  
**Calusa Bank**  
**Charlotte State Bank**

**RUBY:**  
**Bank of America/ The Green Team**  
**COUNTRYWIDE Home Loans**  
**Executive Title**  
**FLORIDA COMMUNITY BANK**  
**NATIONAL SOUTHWEST FLORIDA/ Marcia Cullinan**  
**Premier Title of Florida**  
**Time Insurance**

**MEDIA SPONSOR**

**HERALD- TRIBUNE**

**STATE SPONSORS**

**PLATINUM:**  
**EXIT REALTY FLORIDA**  
**HomeTeam Inspection Service**  
**NORTH AMERICAN TITLE COMPANY**  
**State Farm Insurance**  
**WELLS FARGO Home Mortgage**

**GOLD:**  
**Bank of America**  
**FLORIDA Real Estate Team**  
**Stewart Title Guaranty**  
**The Real Estate Book**  
**WASHINGTON Mutual Bank**

**SILVER:**  
**Anderson Auctions**  
**Attorneys' Title Insurance Fund**  
**BRIGHT House Networks**  
**HUGHES EXTERMINATORS**  
**KENYON Real Estate Referral & Relocation**  
**HARPER & PINZINO Island Realty**  
**TAYLOR, Bean and Whittaker**  
**THIRD Federal Savings**

**SPECIAL event SPONSOR**

**SUNTRUST Mortgage**

**WE THANK YOU FOR ALL YOUR SUPPORT!!!!**

**MARK YOUR CALENDARS!!!**

General Membership Meetings  
1<sup>st</sup> Wednesday of each Month at  
Association of Realtors  
3200 Loveland Blvd, Port Charlotte  
RSVP to Jeannie Davis (941) 423-3093  
On or before the **Monday** before the Meeting.

September 3, 2008  
Networking with WCR, Rosemary Mahoney, State President

October 1, 2008  
Appraisals- What We Need to Know  
Panel Discussion

November 5, 2008  
Time Management - Increase your Bottom Line!  
TBA

Governing Board Meetings  
3<sup>rd</sup> Thursday of each Month  
@Board of Realtors  
3200 Loveland  
Port Charlotte

New Member Orientation  
September 11, 2008 & November 10, 2008  
9 A.M.  
@Board of Realtors

**DON'T FORGET...**

**Canned goods, cell phones & eyeglasses are being collected at EVERY monthly WCR meeting. Collection boxes are available at the Board of Realtors and the Prudential Florida WCI Realty in Punta Gorda.**



**Congratulations to James Jerome, Assistant Vice President Mortgage Banker M&I Bank on becoming the proud father of Isabel Reilly Jerome! His beautiful baby girl was born April 10, 2008 weighing 7 lbs and 18.5 inches long.**

## MEMBER SPOTLIGHT



Realtor Spotlight, Carol Pickford

I have been in real estate and WCR since 1999.

I have two daughters and soon to be three sons. I have seven grandchildren.

I truly believe anyone involved in real estate should belong to WCR. If it wasn't for my WCR incoming referrals last year, I don't know what I would have done. The key to WCR is being involved-it pays off personally and financially. Thank you for the privilege of being your local chapter treasurer. I am truly enjoying being the treasurer.



Affiliate Spotlight, Brian Chapman

Affiliate member Brian Chapman opened the Brian Chapman, State Farm Insurance Agency on May 1<sup>st</sup> 1985 in Port Charlotte. Brian began his Agency with the desire to help Charlotte County residents and business owners with their insurance needs. Anyone who knows Brian understands he loves and enjoys people. His genuine interest in helping them achieve their goals and protect their dreams was motivation for Brian to choose the insurance field and to partner with State Farm. Brian and his team are experts in assisting clients with identifying insurance needs whether they need personal auto, homeowners, flood or business insurance.

Besides operating his insurance agency the last 23 years Brian also holds licenses in several other fields. He is a Certified General Contractor; licensed Mortgage Broker and Registered Representative. Brian is also a licensed Real Estate sales person but has not been engaged in active selling for many years. Brian is a specialist in Windstorm Mitigation discounts and has been actively involved in educating the insurance buying public about the money they can save on their insurance through utilization of the inspection process.

In addition to his business involvement, Brian is the husband of Sloan for the past 29 years. He and Sloan have five children and are the loving grandparents of 2, soon to be 3. Brian has been a coach for many youth sports teams for the past 20 years and has routinely sponsored numerous youth organizations. Brian is a member of the Charlotte County Chamber of Commerce, PG-PC-NP Association of Realtors, very proud member of WCR and the Charlotte-Desoto Building Industry Association. Brian has served on the Boards of numerous organizations over the years and is currently very involved in leadership with the Committee of Florida Agents (COFA), a Political Action Group engaged in developing insurance solutions for the State of Florida. Brian has been actively involved with Riverside Church in Fort Myers and served as an Elder for many years.

Brian enjoys talking with people and vacationing; especially snow skiing in Colorado and taking a cruise ship about anywhere. Brian also enjoys spending quality time with family and friends at their lake home in Lake Placid, Florida.

### Past Presidents

|           |                          |
|-----------|--------------------------|
| 2007      | Kathy Delorenz           |
| 2006      | Karen Rolland            |
| 2005      | Carol Pickford           |
| 2003&2004 | Nancy Bell               |
| 2002      | Nancy Dean               |
| 2001      | Rosemary Mahoney         |
| 2000      | Vicky McPhee             |
| 1999      | Sue Ann Meyer            |
| 1998      | Jeanine Gonsales         |
| 1997      | Bob LaPietro             |
| 1996      | Terri Jackman            |
| 1995      | Virginia Casad'          |
| 1994      | Pauline Moore            |
| 1993      | Jan Hunter               |
| 1992      | Suzanne Tuscano          |
| 1990&1991 | Geri Shayman             |
| 1989      | Dale Fulone-Phillips     |
| 1987&1988 | Patricia Case            |
| 1986      | Jean Graham              |
| 1985      | Margaret (Peg)Hutchinson |
| 1984      | Ellen Simoni             |
| 1983      | Kay Gaines               |
| 1982      | Pauline Moore            |
| 1981      | Norma Weyrick            |
| 1980      | Norma Morris             |
| 1979      | Norma Henry              |
| 1977&1978 | Mariechan Smith          |

### WCR VISION STATEMENT:

*Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.*

### WOMEN'S COUNCIL MISSION:

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



# If your **Destination** is success.....you'll need a **GPS!**

Contributed by Brian Chapman, State Farm Insurance Agency

Success is not always that easy to find. In fact, now more than ever, people are saying it's tougher than ever to find the path to success. It used to be when we needed to find out how to get where we were going on a trip we pulled out a map to chart the course to our destination. Now the task is made much easier with the advent of the GPS. About all one has to do anymore is plug in the address of where you want to go and everything you need is right there with no work involved.

The GPS is becoming about as common as a road map used to be. Some folks have them built into their cars while others use portable devices. Some even have them as a part of their cell phone. With all this exciting new technology at our fingertips, wouldn't it be nice to just plug in the word "success" and have your destination charted directly to it? Well, it might not be that easy, but all you have to do to start on the journey that ends with success is apply those three little letters to your business.

**G**reat attitude is the first prerequisite for anyone looking for success. I have a positive affirmation statement I use every single day of my life and it goes like this, "My attitude is something I maintain control over at all times regardless of the circumstances I face". I know that no matter what situation I find myself in I am still the one in charge of my responses. How do you react when things don't go your way? Every day we get up we must make an assessment of where our attitude is. We then need to determine where it needs to be and must commit ourselves to doing whatever it takes to get our attitude to where it needs to be.

**P**ath is a term often used to describe a way to go. There are a lot of paths in our lives, aren't there? The path to success is always there but there are a couple of things you have to remember when looking for it. First, you will never see the path to success with your focus on problems. Develop processes that solve problems but keep your focus on the opportunities. Second, you must remember that the Path is always there but it's fluid and changing all the time. You must maintain diligence in your search for the path as it's sometimes hard to find in the midst of market change. You, and only you, are the visionary of your opportunity, whatever that may be. This is a critical role in defining your future, don't neglect doing it.

**S**trategic Marketing is essential for anyone wanting to reach destination success. You must develop strategic marketing solutions specific to your business. The plan must be realistic, attainable and offer a business plan perspective for your marketing environment. You have to ask yourself three questions to be able to develop a strategic marketing plan. First, what can you sell? Your market area often dictates what you can or can't sell. Go with the flow instead of against the grain. You need to understand the market changes in your area that are "happening". Flip on the creative switch and this will illuminate opportunities never before visible. What is it you can offer that isn't a "sale" but leads to them? Gain experience and develop an expertise within your market. You'll find that the buying public will seek out market experts along your path to success..

Second, where can you sell it? Usually nothing moves from your chair when you don't. You have got to get "out there" to find success. Success will rarely ever come to you, you have to find it. I make more money "out and about" visiting with clients and their friends than I do in my chair waiting for them to come in. I make more money on the phone generating business contacts than I do sitting around drinking the coffee and breathing the air. Become aggressive, and when you get it going the way it needs to be going, expand your team by multiplying yourself with others doing what you are doing for the team you create.

Third, once you know what it is that you can sell and where it is you can sell it, you have to ask yourself, "**What are you going to do about it?**" Your success is waiting and will become effective at the same time you do.

**Don't miss the annual WCR State meeting September 24- 28 in Lake Buena Vista, Florida at the Buena Vista Palace Resort. Call FAR Registration at (800) 669-4327 to book your reservation today!**

**National WCR meeting November 5 – 9 in Orlando, Florida at the Renaissance Orlando Resort at SeaWorld.**

### **Volunteer Opportunity for 2009**

Our Women's Council Chapter is looking for volunteers to share their time and talent serving in a leadership capacity.

We need realtors for the following positions: President Elect and VP of Membership

The other opportunities are for: Treasurer and Secretary

Please notify someone on the nominating committee ( Odette Embury, Connie Ritchhart, Holly Partin, Bob LaPietro Maureen Rosenbaum or myself) if you have a desire to serve our chapter. Our need is great and there are challenges with the current economic conditions. Please help us keep our chapter alive and well.

Thanks,



***Kathy***

**Dear Members of the Punta Gorda- Port Charlotte- North Port Chapter of Women's Council,**

**I noticed a message that went out to you asking for those willing to serve in local chapter leadership for 2009 to come forward. I wanted to share with you what a great journey I have had in the council. Doors have opened for me, opportunities increased, my skills have been sharpened and my profession enhanced. All this because once upon a time Vicky McPhee said "Why don't you run for local office?" My response was that I was not who she wanted, I was not a public speaker, I did not have the time, and more.**

**The decision to start the journey was the best personal and professional decision I ever made. Not one class, seminar, coach or designation has given me what the experience in the council has. Has there been time and money invested- of course- but many of the skills I have come away with are priceless.**

**I implore you to consider taking the first step and being involved at your local level- that will then bring you to state functions – where you can begin to see where "it all comes together"**



***Rosemary A. Mahoney, PMN SRES TRC***

### **Now offering Commercial and Residential Appraisals!**

Candy Seward of Appraisal Alliance has expanded her services to include commercial appraisals as well as residential appraisals. Candy was a WCR State Affiliate of the Year 2004 and 2006 and a WCR Local Affiliate of the Year 2001 – 2005. She can be contacted at 813-633-6562, Toll Free 866-671-1230 or Cell 813-732-3288. She appreciates your business!

## Punta Gorda – Port Charlotte – North Port Chapter

### ALL SPONSORS RECEIVE:

- Recognition at every General Meeting (signage)
- Recognition in the Chapter's monthly on-line Newsletter
- Recognition, a link to your company's website and a mailto: link on the Sponsors page on the Chapter's website at [www.WCR-CharlotteArea.com](http://www.WCR-CharlotteArea.com)
- Image space(s) and sponsorship medallion(s) highlighting your member employee(s)' entries in the Chapter's online membership rosters
- Links to your company's website from your member employee(s)' roster entries

### **RUBY SPONSOR - \$300**

- Display your company's materials on a shared table (with other Ruby sponsors) at one Chapter General Meeting during the sponsor year.
- Opportunity to recognize Past Presidents, Guests, or give an Inspiration at one monthly meeting per year.
- One image (business card proportioned) space, one sponsorship medallion and one website link on a single WCR member entry on the appropriate roster page of the Chapter's website.
- Shared signage on the Registration, Queen of Hearts and Buffet tables at the Chapter meetings.

### **GOLD SPONSOR - \$600**

- Display your company's materials on an exclusive table at one Chapter General Meeting during the sponsor year.
- Opportunity to recognize Past Presidents, Guests, or give an Inspiration at one monthly meeting per year.
- An automatic sponsorship (value \$200) for the Major Fund Raiser with an option to upgrade to a higher level.
- Image (business card proportioned) spaces, sponsorship medallions and website links for up to two WCR member entries on the appropriate roster page(s) of the Chapter's website.
- Shared signage on the Registration, Queen of Hearts, and Buffet tables at the Chapter Meetings.

### **PLATINUM SPONSOR - \$800**

- Display your company's materials on an exclusive table and be allowed one minute to speak from the lectern at one Chapter General Meeting during the sponsor year.
- Opportunity to recognize Past Presidents, Guests, or give an Inspiration at one monthly meeting per year.
- An automatic sponsorship (value \$400) for the Major Fund Raiser with an option to upgrade to a higher level.
- Image (business card proportioned) spaces, sponsorship medallions and website links for each WCR member entry on the appropriate roster page(s) of the Chapter's website.
- Shared signage on the Registration, Queen of Hearts, and Buffet tables at the Chapter meetings.

### **DIAMOND SPONSOR - \$1000**

- Display your company's materials on every table and be allowed up to three minutes to speak from the lectern at one Chapter General meeting during the sponsor year.
- Opportunity to recognize Past Presidents, Guests, or give an Inspiration at two monthly meetings per year.
- An automatic sponsorship (value \$500) for the Major Fund Raiser with an option to upgrade to a higher level, if available.
- Shared banner signage with other Diamond Sponsors to be displayed next to the lectern at every Chapter General meeting and all special events.
- Image (business card proportioned) spaces, sponsorship medallions and website links for each WCR member entry on the appropriate roster page(s) of the Chapter's website AND an image (your logo or a picture) randomly displayed (frequency will be dependent on the total number of Diamond sponsors) on the Newsletter Page of the Chapter's website, framed as follows:

#### **Sponsorship Policies and Procedures**

Sponsorship contributions are payable by January 15<sup>th</sup> of the sponsorship year. Payments received after January 31<sup>st</sup> are not guaranteed inclusion on Chapter Diamond Sponsor banner or on other sponsor signage.

New sponsorship website benefits will be installed (subject to receipt of acceptable images) online and renewing sponsorship website benefits will be continued with a signed agreement. Website benefits will be discontinued on January 16<sup>th</sup> should payment not be received by the 15<sup>th</sup>, in which event a \$25.00 re-installation fee will apply.)

All other sponsorship benefits will become effective upon receipt of full payment.

Please make checks payable to WCR and mail to  
Candy Seward  
235 Apollo Beach Boulevard # 510  
Apollo Beach, FL 33572

For questions or to sign up, contact: Candy Seward, Toll-Free 866-671-1230 or [570Candy@Tampabay.rr.com](mailto:570Candy@Tampabay.rr.com)

WCR Newsletter Link: <http://wcr-charlottearea.com/Newsletter.html>



Punta Gorda, Port Charlotte, North Port, Florida Chapter

**Women's Council of Realtors**

**September 3, 2008**

Registration: 11:15 AM Association of Realtors  
3320 Loveland Blvd. Port Charlotte, FL

**Something new this month!**

**Bring your own "Brown Bag" Lunch**

Beverages provided  
No meeting fee

**Featured Business Luncheon Speaker**

**Amy Rupert**

**AccessAbility Plus, LLC.**

***"Accessible Housing Awareness-  
Increase Your Sales"***

Amy Rupert opened her business, AccessAbility Plus, LLC. in 2005. She is a Certified Aging in Place Specialist. She will highlight regulations, home design essentials and financing ideas to enable home access and modifications for persons with disabilities. She was motivated to start her business because of her extensive background and varied personal family experience including dealing as a caregiver for someone with mobility impairments. Her stories of remodeling homes, working with contractors and traveling the world with a wheelchair will inspire.

**Member Alert! Queen of Hearts is down to 4 cards and the pot is over \$4,200!!! Better odds than the lotto!**

Reservations by Tuesday, September 2, 2008  
Call John or Jeannie Davis 941-423-3093