

March 2007

Volume 3, Issue 2



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➤ ➤ Metropolitan St. Louis Women's Council of Realtors

All About...
LEAD GENERATION
Tri-Chapter Meeting
St. Louis Metropolitan, St. Charles,
and Jefferson County Chapters

April 19, 2007
11:30—1:00

Kevin Cottrell
Let's Talk Leads...

Nothing is more important to your sales career than prospective buyers, sellers, and clients. To have a viable business of any kind, you simply must have the client leads.

You'll learn:
 The Importance of Lead

Generating vs. Lead Receiving

Met and Not Met Strategies

Marketing vs. Prospecting

How to Implement 8 x 8, 33 Touch and 12 Direct

Time:
 11:30 a.m. Networking
 11:50 a.m. Lunch

Place:
 Holiday Inn, South County
 6921 S. Lindbergh (at I-55)
 St. Louis, MO 63125

Cost:
 \$15 for Reserved Lunches
 \$18 for Walk-ins

Space is limited; make your reservations by 10 a.m. Monday April 16th with Patrice Pupillo-Fleshman by email: patrice.fleshman@macm.com or call: 314-812-4233

Note: This is a joint meeting, and it is only necessary to register with one chapter.

March Meeting Recap

Terry Watson was the Presenter at the March 1st WCR Session. His reputation as being a colorful engaging speaker had preceded him and he lived up to it and then some!

The fired up crowd

seemingly lost track of time as Terry took them down the road to more productive ways of thinking and handling their business.

Anyone walking into the room after the presentation would have thought it was

still going on by the number of agents who lingered discussing this exceptional speakers message. Terry certainly followed through with the WCR's platform of a year based on education and training.

President's Message

To work in the real estate industry is a fascinating experience.

Sometimes it can be exciting, challenging, interesting, fulfilling, and rewarding. Other times it may be stressful, unpredictable, frustrating, disappointing, or overwhelming. One thing it is *not*, is boring!

If you attended the March meeting and listened to Terry Watson, he was certainly not boring! You picked up on enthusiasm, energy, and information, and you were entertained. You were possibly inspired to use some of the tools he gave you. I hope that you realized a valuable return for the time and money you invested in this Women's Council event!

I also hope that you met some new friends and found some new sources of business as you networked and talked with people at your table. Women's Council is

designed to be a source of both personal and professional benefit to you. In return, our chapter needs all the skills and talents you can bring to us. We need you to find the committee that fits you, and join. You *are* the chapter. Without you, Women's Council does not exist.

At the recent New Member Orientation, new member J. Morris of Gateway Real Estate Sources asked this question of the officers and committee chairs, "What do you want from us as new members?" Here is my answer: "Commitment, participation, enthusiasm, financial support when possible, and your own personal development as a leader and a business professional."

Now it's my turn to ask, "What do you want from Women's Council?" Your leadership team spends long hours planning and working to provide you with benefits for

your membership, but are we on track? We want to know what you think. Send your comments, ideas, questions, or suggestions about our luncheons, our fund raising events, sponsorships, or anything about Women's Council to me at ConnectWithJan@JanThomas.net. I look forward to hearing from you!

Best Regards,
Jan Thomas, 2007 Local Chapter
President
Metropolitan St.
Louis

Upcoming Meetings

April 11 WCR State Meeting, Ritz Carlton, St. Louis, 8:00 a.m.—noon. MAR CE course "Legal Issues and Your Business". 2:00-5:00

April 19 WCR Joint meeting with St. Louis, St. Charles, and Jefferson County chapters. Holiday Inn at I-55 and Lindbergh

May 3 WCR General Membership Meeting, Sheraton Westport Chalet. Speaker Sharon Scott Moyer. Networking 11:00, Lunch 11:45

June 7 WCR General Membership Meeting, Sheraton Westport Chalet. Topic: MO-DOT Highway 40 Under Construction. Networking 11:00, Lunch 11:45

WCR Golf Tournament

Wednesday May 9, 2007

**Forest Park Golf Course
St. Louis, Missouri**



Registration and Box Lunch at 11:00am - Shotgun start 12:00 noon
All golfers should be checked in and ready to play by 11:30
Dinner and awards immediately following play

\$ 85.00 per person
\$ 340.00 per foursome
\$ 25.00 Don't play golf? Join us for activities, Dinner, Silent Auction

\$85 includes box lunch, goodie bag, 18 holes of golf & cart, 2 drink tickets, awards program, dinner, door prizes and lots of FUN, FUN, FUN!

Sponsorships Still Available for Holes and Contests

Contact:
Steve Wyatt, Golf Chair, 314.220.9911, stevewyatt@kw.com, or
Maria West, Ways & Means Chair, 314.775.2745, mariawest@kw.com



Ways & Means Committee Gets into the Swing!



WCR Committees

Ambassador and Affiliate

Patrice Pupillo-Fleshman
GMAC Mortgage Corp.
314-226-4009 or 314-812-4233
patrice.fleshman@gmacm.com

Alissa Moore

Liberty Mutual Insurance
636-978-4935 x220 or
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Awards & Recognition

Sharon Summers

Countrywide Home Loans
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Membership

Jane Martin

Coldwell Banker Gundaker
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Programs & Education

Dan Corsair

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314-495-5852
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Public Relations

Carolyn Mantia

RE/MAX Results
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Ways & Means

Maria West

Keller Williams Realty Southwest
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There are many opportunities to get involved with Women's Council of REALTORS throughout the year – one of the most rewarding is to help fund our projects and goals. Dues from members cover only a small portion of our costs, and support from our Sponsors and the real estate community at large is an important element in providing quality educational and leadership programs.

The Ways & Means Committee plans and executes several

fund-raising programs, the most basic of which is on-going Sponsorship Opportunities for both Affiliates and REALTORS. These include contributions to the educational Programs at our monthly meetings, drawings, and year-long Sponsorships at the Diamond, Sapphire, Ruby and Emerald levels.

This lively committee includes a great mix of REALTOR members and Affiliate members who work together to put the

FUN into our two main yearly fund-raisers: our Spring Golf Tournament and our Fall Business Expo. Both are open to members and non-members alike, and provide an informal yet focused atmosphere to network, update skills, and explore new trends in our industry.

To join the Ways & Means Committee, contact Maria West at 314.775.2745 or mariawest@kw.com.

Member Spotlight Jean Ewell

At the International Builders' Show in Orlando, Fla. last month, NAHB's Institute of Residential Marketing (IRM) named **Jean Ewell**, MIRM, the 2006 recipient of the Trina Ripley Excellence in Education award. Ewell is the director of sales and marketing for CF. Vatterott Construction Company in St. Louis.

Throughout her career, Ripley generously gave her time, expertise and energy to further the education of marketing and sales professionals throughout the home building industry. Ewell is the immediate past president of IRM. Under her leadership and guidance, the breadth of the institute's activities has grown along with the quality of education it is providing its students.

Ewell currently serves on her local sales and marketing committee and is an instructor for four IRM courses: Certified New Home Sales Professional (CSP), Marketing Research (IRM I), Marketing Plans and Budgets (IRM II) and New Home Sales Management (IRM IV). Ewell is also an active volunteer in the real estate and home building industries.

Congratulations!



Business/ Technology Tip

Creating your Own PDF Files Easily

You've just finished creating that beautiful flyer in Word or Publisher, and you have a list of 50 people you want to send email with it attached. But not everyone can open a Publisher file. Solution? Create a PDF file of your document, and email the PDF version instead.

In order to create a PDF of your Publisher or Word document, you can use a **FREE** downloadable utility called **CutePDF writer**. It is available at www.cutepdf.com.

Follow the instructions, create your own PDF files, and eliminate the "I can't open the file you sent" problems. Most everyone has the free Adobe Reader, which is all that is required to open a PDF file.

Women's Council of Realtors—What it means to us!

"As I think about and talk with other WCR members about the importance of WCR in their lives, I am reminded of the reasons why I joined in the first place. We all agree. The organization has brought us closer to others – other Realtors, and people in businesses related to real estate. From the first WCR luncheon, we are meeting, networking, getting referrals, and socializing. Isn't it beneficial to know the people that you can trust and whom you count on to make you look good?"

At monthly luncheons, we have an opportunity to escape our work, work, work environment, and enjoy speakers like Terry Watson, who show us how to expand our businesses and have fun too! I am proud to tell my clients and associates that I am a member of The Women's Council of Realtors, an organization that is positive, encouraging, and dynamic."

Jill Lich, Sue Brodniak, and Dana Brown



Your REALTOR...Your Dreams...A Perfect Fit!

Jan Thomas
Connecting the Pieces

REALTY EXECUTIVES WEST COUNTY

Jan Thomas

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Women's Council of REALTORS®
ABR

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To Fulfill your dream, Call the "A Team"



Penny Angers, Sr. Loan Officer
Dave Angers, Loan Officer

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Fax: (314) 579-7836

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www.pulaskibankstl.com/pennyanddave.html

Pulaski Bank

RE/MAX
Results

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Each Office Independently Owned & Operated

Can't find your ad? For only \$10 per issue, you can reach our WCR members and guests! Contact Newsletter Chair, Louise Wiedermann for more information: 636-675-0226.