



## Mission

We are a community of real estate professionals creating business opportunities, developing skills for the future and achieving our Individual potential for success.

## Chapter Leaders

### President

**Sandy Smith**

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### President-elect

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### Treasurer

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## President's Message

Dear Members:

How exciting a brand new year, a new blank slate, what will you decide to write on yours? Each new year affords us an opportunity for a new beginning. A chance to re-evaluate, re-examine, and re-new. So I would like to encourage each of you to look back on 2009, its challenges and successes and then take a breath and move forward into the many opportunities of 2010.

Women's Council has set up a terrific education calendar for the coming year to provide you with the best tools for your ongoing success. We have programs lined up on taxes, personal branding, design trends, technology tools, and legislative issues, just to mention a few. You won't want to miss a meeting and I'm sure you will want to bring along another realtor to take part and help them in having a successful 2010. Great resources, terrific colleagues, networking and referrals are all a part of your membership, so be sure to take advantage of all the Women's Council of REALTORS has to offer.

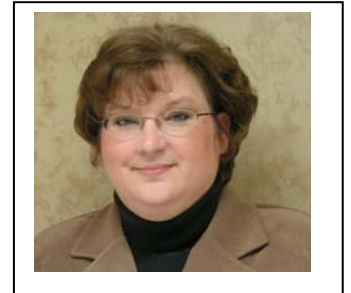
Want to get more involved? We have a place for you. Positions are available on many committees, so whatever your strengths or interests, we'd love to have you take part. Remember you reap what you sow. In addition to great educational resources, we are planning some fun things as well. A trip back to Atlantic City in the Spring, Pancake Breakfast Seminars, and a Holiday Party top off the list, but plenty of events are in the works and we'd love to add your ideas to the calendar.

The first quarter of each year is our membership renewal period and we have kicked off our "I've Renewed, Have You?" Campaign. Now is the time to renew your membership for the upcoming year. If you haven't already renewed go online to [www.wcr.org](http://www.wcr.org) and update your membership & profile. It's affordable, easy to do and just takes a few minutes. What a great way to stay connected within this great referral network. While you are there check out the ongoing webinars, tech tips, and message boards. Feel free to post a question or respond to someone's ideas and posts.

When money is tight, we want you to know that you are making a good investment. So when considering your renewal, please keep in mind that we provide you with local, state, and national training, online resources, monthly meetings, leadership opportunities, and real life support and encouragement.

Together we can make 2010 a great success.

**Sandy Smith**



~Sandy~

*Sandy Smith*  
President

Women's Council of REALTORS®  
Harford County Chapter

## What's Online

*Have you been to our site lately?*

Check out your local chapter site today: [www.anytownwcrchapter.com](http://www.anytownwcrchapter.com). We post slideshows of networking photos from all our past meetings. Plus, check out our searchable index of member- and expert-submitted articles on a variety of different real estate topics, including Web sites, getting more listings, cost-effective marketing, top negotiating tips and much more.

## Upcoming Events

### "Navigating Web 2.0"

**Featuring  
Samantha Realtor  
February 1  
name of location**

Join us for a special luncheon event on February 1 where we will welcome local WCR member and tech expert, Samantha Realtor, who will guide us through the new world of Web 2.0 and how it affects our real estate businesses. Samantha has been studying and utilizing both social networks as well as blogs to build her brand in the marketplace and provide valuable industry information and tools to prospective clients. Come hear Samantha share her experiences with these new tools and how you can start using them too to build your business and brand awareness among this new generation of Web-savvy real estate clients. Questions about this event? Contact Chris Realtor at [Chris@ChrisRealty.com](mailto:Chris@ChrisRealty.com).



## Welcome New Members

Welcome to our newest members:

Phil Engers  
Karen W. Gaylord  
Bobbi L. Huntington  
Judith E Isom  
Veronica K. Walsh  
Cathy A. Werner

## & New Affiliate Members

Amy Carlson, APGCU  
Bob Connelly, MetLife

Visit Our Website at  
<http://wcrharford.com>  
email us at:  
[info@wcrharford.com](mailto:info@wcrharford.com)

## Harford County Humane Society



Donations for the Harford County Humane Society were collected at our Christmas Party and a presentation was made by some of our members to very grateful recipients

## What is WCR About?

### The Power of Relationships

We believe that success in business today requires positive, productive relationships. WCR provides an environment in which we can form, nurture and

maximize relationships at many levels, from bottom-line business transactions to ongoing

### Keep Us Updated

Got a new e-mail address? Or have you moved to a new company? Be sure to notify National WCR of all changes to your contact information – from phone numbers and mailing addresses to Web sites and e-mails. An address correction form appears in WCR's annual membership directory, the *Referral Roster*, and it

can be faxed to National WCR 312-329-3290. Also, an online correction form is available at [www.wcr.org](http://www.wcr.org). Or e-mail contact information changes to National WCR at [wcr@wcr.org](mailto:wcr@wcr.org), or call toll free to 800-245-8512.

## MAR State Orientation

Dianna Darney and I attended the State Orientation at MAR in December to have a better understanding of our new positions and roles for 2010. What we experienced was a new leadership team that was enthusiastic about the coming year and knowledgeable in all facets of the inner workings of the WCR organization. We walked away with increased knowledge of our new positions as President –Elect and Vice President of Membership as well as tools in our everyday real estate endeavors. Dianna and I would really like to encourage all of our members to attend a state and or national meeting in addition to the local meetings to benefit from what these meetings have to offer! The mid- year conference in May in Washington D.C. is a perfect opportunity to experience the benefits and enthusiasm the WCR organization has to offer. Please feel free to contact Dianna Darney or Heather Schafer for information!

*Heather Schafer*

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## Coming Soon

Another Great Pancake Breakfast at Applebee's with lots of great info for Home & Garden.

An event Chocolate Lovers won't want to miss.

Stay tuned for dates on these & other fabulous upcoming events for the Harford Chapter

Another Basket Bingo is coming!

If you would like to contribute to future newsletters or to be added to our mailing list please send an e-mail to [rcspalt@mrisc.com](mailto:rcspalt@mrisc.com)

## Success = Capacity + Tenacity

by Wendy Gray Maynard, Your Friendly Marketing Maven

Often when we have a goal, we try just once or twice and then give up. We say, "Well, I guess it's just not going to happen." To be truly successful, keep at it! This is true whether you are trying to market your company, get a raise, achieve a sales quota, improve your workplace environment, win a sports event, or raise funds.

People who are achievers are not at the top of their game because they are "naturals." It's because they don't give up. When at first they don't succeed, they try again and again and again until at last...they realize their goal.

"Herbert True, a marketing specialist at Notre Dame University, did some research and found the following:

- 44% of all salespeople quit trying after the first call
- 24% quit after the second call
- 14% quit after the third call
- 12% quit trying to sell their prospect after the fourth call

This means that 94% of all salespeople quit after the fourth call. **But 60% of all sales are made after the fourth call.** This revealing statistic shows that 94% of all salespeople don't give themselves a chance at 60% of the prospective buyers." (*from The Success Principles by Jack Canfield*)

Some famous people who persisted:

- **Michael Jordan** was cut from his high school basketball team.
- **Louis L'Amour** received 200 rejections before he sold his first novel.
- **Henry Ford's** first two automobile businesses failed.

Your goals in your career, relationships, personal growth, sports, and community can all be achieved through your stubbornness, effort, and commitment. To be a success at whatever you do, believe in yourself and never give up. If you get a no, just keep on asking until you hear a resounding YES!

**ACTION TIP:** This week, write down a goal that you want to achieve. Post it beside your desk, on your refrigerator, or near your bedside. Look at it several times a day. What are you willing to do to succeed? Begin now! Be tenacious and you **will** accomplish it.

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Wendy Maynard, your friendly Marketing Maven, publishes **REMARKABLE MARKETING**, a weekly marketing ezine for business owners, freelancers, and entrepreneurs. If you're ready to skyrocket your sales, easily attract customers, and have more fun, subscribe at <http://www.gomarketingmaven.com/ezine.com>

## Mark Your Calendars

### Upcoming Meetings for the Harford Chapter

Harford County Chapter Monthly Meetings are held on the first Thursday of the month at 11:30am at HCAR except December meeting.

January 7, 2010  
February 4, 2010  
March 4, 2010  
April 1, 2010  
May 6, 2010  
June 3, 2010  
July 1, 2010  
September 2, 2010  
October 7, 2010  
November 4, 2010  
December 2, 2010

### 2010 Conferences & Special Events

#### Mid Year Meeting in DC

May 13-16, 2010

Washington, D.C.

Hotel: Capital Hilton

*Registration opens on February 11, 2010, at noon CST.*

#### MAR Convention in Ocean City

*September 14, 2010      Annual Meeting Election & Awards Breakfast*

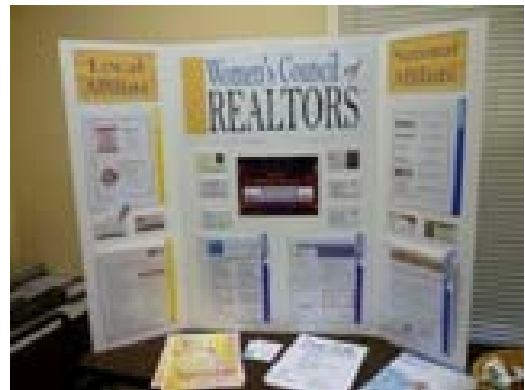
#### 2010 Annual Conference

November 3-7, 2010

New Orleans, LA

Hotel: Marriott Canal Street

This event is will be held in conjunction with NAR's REALTORS® Conference & Expo, November 5-8, 2010, in New Orleans, LA



Please visit the display at the back of the room after each meeting

There you will find information on our affiliates

Information on the day's speaker

Upcoming Events

Forms for joining our chapter

The Latest Newsletter

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More