



## 2010 "GOLD" WCR Chapter Excellence Award Winner

### Mission

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

### Our Chapter Leaders

#### President

**Heather Schafer Adkins**

Joan Ryder & Associates  
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#### President-elect

**Charlene Lunsford**

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#### VP, Membership

**Jeannie Rigler**

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#### Recording Secretary

**Jackie Pakulski**

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#### Treasurer

**Christine Master**

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#### Immediate Past President

**Dianna Darney**

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### President's Message

Happy New Year Members!

It's time to start the New Year with a bang! I'm sure with the start of 2012 you have your business plans and goals set and ready to exceed those of years past! By being a member of this organization, you have a valuable resource to help you realize your goals and move forward in entrepreneurship to achieve a higher level of success!

I consider myself very fortunate professionally as well as personally and I have lots of great people to thank for helping me get where I am today. Many of these people I've met through Women's Council of REALTORS®. Although my closest circle of WCR is within the Harford County Chapter, the arms of WCR State and National are wide and welcoming. Through various WCR functions and the leadership academy, I have met and formed relationships with professionals all over the country. If I am to refer my clients to someone out of my area of expertise, there is no better network of individuals. The Women's Council of REALTORS® represents the cream of the crop in the industry.

I encourage you to take the time to go online go [www.wcr.org](http://www.wcr.org) for valuable information, links, webinars and referral sources for your clients dealing with real estate outside of your service areas. While you are signed in, check your profile to make sure you have the correct and most up to date information. The more information you provide about yourself and your business, the better the opportunity to be selected as a referral source by other agents for their clients. Always make sure your profile picture is loaded.

Aside from the websites, WCR offers many diverse networking functions and education information sessions starting at our Chapter's monthly general membership meetings. Our education committee has handpicked some stellar speakers and value based topics sure to enhance your business. Please try to attend all meetings and enjoy lunch at the cost of just \$5.00 that is prepared by our hospitality committee that is sure to please! I also encourage you to attend the state meetings, conventions and other networking events. This is the best way to meet other professionals within the organization and expand your network and enrich your business.

I am extremely honored to be your President for 2012 and along with a phenomenal line of officers, committee chairs and an active and supportive general membership I know we will all realize the best of what this year has to offer.

Most Sincerely,  
Heather

*Heather Schafer Adkins, 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: <http://wcrharford.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.

## Please 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.

## Welcome New Members

Welcome to our newest members:

Karen Garono  
RE/MAX American Dream

Fran Gunnarsson  
Keller Williams

Bob Kimball -Yerman,  
Witman, Gaines & Conklin

Linda Wilson  
Prudential PenFed

Tom Coard -Yerman,  
Witman, Gaines & Conklin

Kim Kaye -Keller Williams

Bethanie Fincato  
Long & Foster

## New Affiliate Member

Doni Bell with ACN

Visit Our Website at  
<http://wcrharford.com>

email us at:  
[harfordwcr@gmail.com](mailto:harfordwcr@gmail.com)

Maryland State Chapter  
[www.wcrmd.org](http://www.wcrmd.org)

National Chapter  
[www.wcr.org](http://www.wcr.org)

## Women's Council's Official Designation

### Business Of Your Business

Topics: [Business Building](#), [Business Planning](#)

Designations & Certifications: [Performance Management Network](#) Affiliation: [WCR](#)

Format: Classroom

This newly-revised course will teach you how to think about the business of your business and make it more profitable and you more successful. You'll learn strategies for systemizing your business, as well as fundamentals for improving your bottom-line and achieving your financial goals. Learn the how's and why's of staffing, how to develop an actionable business plan and why your role should be that of a CEO working on the business versus an employee working in it.

### Effective Negotiating for Real Estate Professionals

Topics: [Negotiations](#)

Designations & Certifications: [Accredited Buyer's Representative \(ABR®\)](#), [Performance](#)

[Management Network](#) Affiliation: [WCR](#) Format: Classroom

Effective negotiating on behalf of others is the hallmark of the buyer's and seller's representatives. This course examines positional bargaining and value negotiating. It also examines unique issues when representing someone in a negotiation and breaking a negotiation impasse.

### Harnessing The Power: Skills Based Performance Management

Topics: [Performance Management](#)

Designations & Certifications: [Accredited Buyer's Representative \(ABR®\)](#), [Performance](#)

[Management Network](#) Affiliation: [WCR](#) Format: Classroom

This course will teach you how to harness the power of performance management skills to challenge yourself, to manage your time effectively, to build credibility and develop a personal vision.

### Networking and Referral Systems

Topics: [Business Building](#), [Business Planning](#), [Networking Referrals](#)

Designations & Certifications: [Performance Management Network](#), [RSPS - Resort & Second-Home Property Specialist](#)

Affiliation: [WCR](#) Format: Classroom

This course will provide REALTORS® with the information and tools needed to transition from a salesperson making cold calls to a knowledgeable consultant with a stream of advocates and referrals

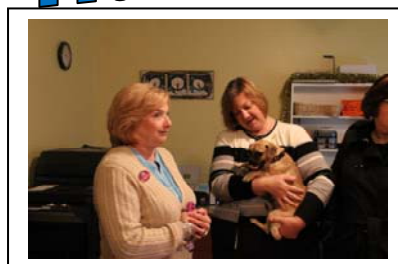
See: <http://wcr.org> click on Performance Management Network.  
Click on Find Courses to find upcoming courses in your area.

# 2011 Holiday Party



On December 1<sup>st</sup> we had our annual Holiday Party at the First Presbyterian Church of Bel Air. We were pleased to present a monetary gift to The Shreffler House and enjoy a lunch prepared by our members. Good food, good company and so much fun at the "Gift Swap".

## Harford County Humane Society



On December 6<sup>th</sup> some members took the items collected at the Christmas Party to the Humane Society of Harford County.



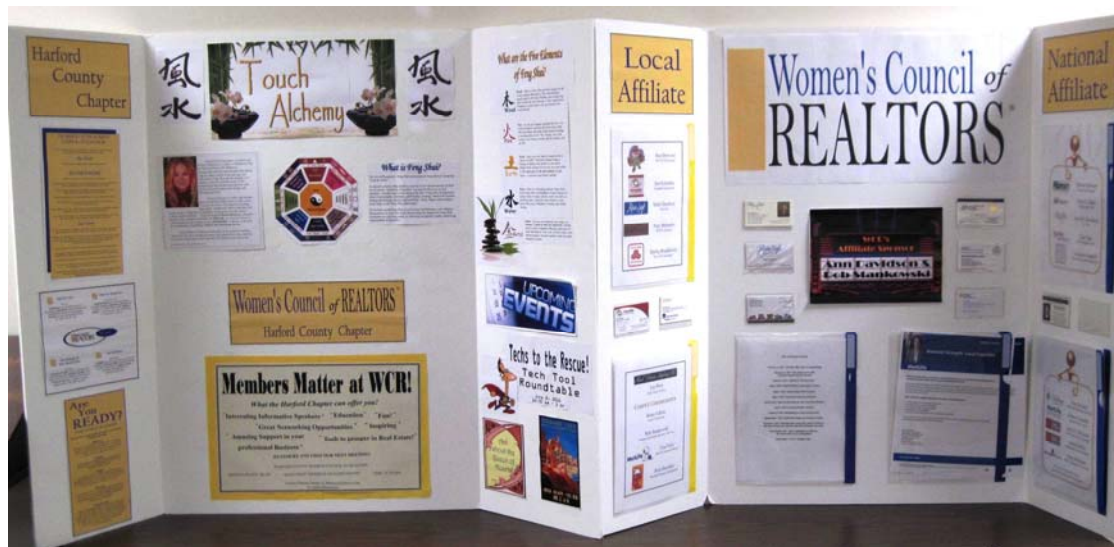
We are so happy to report that a lucky dog was adopted by Dianna Darney and a happy kitty was adopted by Christine Master

## Mark Your Calendars Upcoming Events

Harford Chapter WCR Basket Bingo - April (TBD), 2012  
Annual Atlantic City Trip - June (TBD), 2012

### Upcoming Meetings for the Harford Chapter in 2012

January 5, 2012 - Tax Masters "Tax Tips" with *Linda DeMarlor*  
February 2, 2012 - "Avoid Missteps and Stay on the Right Side of the Law!"  
with Colette Massengale, Esquire, Staff Attorney, Legal Affairs, Maryland Association of REALTORS®  
March 1, 2012 - "PHOTOGRAPHY & your listings"  
April 5, 2012- "The Savvy Woman Series" with Jodi Davis  
May 3, 2012 - "Cultural Awareness" with Sylvia Rodriguez  
June 7, 2012 - Techs to the Rescue, Tech Tool Roundtables  
August 2, 2012 - Social Media  
September 6, 2012 - "REALTOR Safety and Women's Safety"  
October 4, 2012 - Membership Votes 2013 Slate of Officers,  
MD FACE TO FACE NETWORKING PANEL  
November 1, 2012 - Installation of Officers, Al Ingram and legislative updates!  
December 6, 2012 - Holiday Party



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  
&  
Much More