

# California State Meeting

San Jose

September 18-19, 2011  
The Fairmont San Jose  
170 South Market Street, San Jose, CA

## Sunday, September 18th

12:10-1:15PM - Lunch Speaker  
Regency 1 Room



*Introducing Our New State Website!*

Functionality and Features of the Website  
Your Chapter and the New Website  
State Information on the New Website



## Monday, September 19th

12:30-1:45PM - Lunch Speaker  
Regency 1 Room

*Secrets of Million Dollar Agents*

### What America's Top Agents Do Differently

- How top agents find highly willing, able and motivated sellers/buyers
- The ways top producers make their business consistent, reproducible, and high value!
- The secrets of marketing directly from the desks of million dollar agents. Includes specific ideas, strategies and scenarios
- How to manage, motivate, and monitor tasks done by others to duplicate success

**DAN MILLER**, CEO of RightNow Consulting shares information culled from interviews with over 100 of the top real estate agents in the United States over 14 years. Since 1997, RightNow has interviewed 57 agents across the nation who earn a minimum of \$1,000,000 in annual GCI. This session is a culmination of those interviews, where attendees will learn the secrets that separate these agents from the pack.

## Sunday, September 18th

5:05 - 5:50 PM - Regency 2 Room

*This is Your Life:* Tips And Rules For Making New Member Orientations A Success!

### District Vice Presidents & Governors Presentation

- Learn how you can use New Member Orientations as a recruiting tool
- Hosting mixers - Getting potential members and new members there
- How new members might get started and more!



You're Invited....

## California WCR Presidential Reception

The 88, on the 5<sup>th</sup> Floor Terrace

88 E. San Fernando St.

(2 blocks from The Fairmont)

Sunday Sept. 18th

6:30 – 9:00pm

Sponsored By:

Santa Clara Valley Chapter  
Wells Fargo  
Property ID  
Generations Mortgage  
SILVAR  
SCCAOR

**FREE Event - No registration required**

Wine, margaritas, food, live music, great conversations, and fun!!!!



Speakers and Topics

# California State Meeting

*San Jose*

Women's Council of  
**REALTORS**<sup>®</sup>

September 18-19, 2011  
The Fairmont San Jose  
170 South Market Street, San Jose, CA

**Monday, September 19th**

9:10 - 10:10 AM - Regency 2 Room

## *So That's Why! So That's How!*

Lessons, Habits and Ah-ha Moments in Leadership and Life.



After having achieved her goal of early retirement from a career as a high tech executive, **DIXIE GARR** has been in demand as a life coach, speaker and business excellence consultant.

She was blessed to have earned national recognition by Career Communication and in publications including Fortune, Harvard Business Review and Super Mentors for her leadership of thousands of engineers in her positions as Vice President of Cisco Systems and Director of Software at Texas Instruments.

Ms. Garr is an alumnus of Stanford University Graduate School of Business Executive Program and graduated Summa Cum Laude with a double major in Mathematics and Computer Science after three years of study from Grambling State University.

For Registration  
Information and more  
info on our California  
State Chapter  
Visit Our Website:

[www.wcrca.org](http://www.wcrca.org)



**Monday, September 19th**

2:10-4:20PM - Regency 2 Room

## *2012 State Orientation*

with **Becky Hill**



Don't miss our 2012 State Orientation and learn how to:

- Think Strategically in Building Your Chapter
- Create a Successful 2012 Through Teamwork and Systems
- Run Meetings That Keep Their Interest

**BECKY HILL**, National WCR—2009 President, is a Broker with RE/Max Northwest in the Houston, Texas Area with 30+ years in real estate sales, ownership and management as well as being an award-winning instructor. She is very active with her local Houston 1960 Chapter of WCR, Houston Association of Realtors, Texas Association of Realtors and NAR.

Check us out  
on Facebook!

[www.facebook.com/wcrca](http://www.facebook.com/wcrca)



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## BREAKOUT SESSIONS



### *SPONSORS -* **Why Your Chapter Can't Survive Without Them**

Sun - 4:00-5:00PM / Mon - 11:30-12:30PM  
Garden Room

CURTIS DOSS of the Southwest Riverside Chapter will discuss:

- Identifying what you want from your sponsor and what they want from you
- How to reach out to sponsors and negotiate with them for services
- How to prepare a sponsorship agreement and how to establish a single point of contact
- How to properly acknowledge sponsors at your events and how to effectively follow up with your sponsors afterwards for feedback



### *Lead Generation in These Challenging Times: If You Don't Have Leads, You Don't Have A Real Estate Business*

Sun - 4:00-5:00PM / Mon - 11:30-12:30PM  
Empire Room

In this jam-packed presentation, real estate business coach **BRAD WARREN** will share with you the difference between lead generation, lead follow up, and lead conversion, 10 different ways to lead generate, and a 5 Step Planning Process to guarantee that you schedule lead generation activities into your weekly plan. The end result: more leads in your pipeline and more sales to take to the bank!

### *Are You Doing Your Annual Check-Up?*

Sun - 4:00-5:00PM / Mon - 11:30-12:30PM  
Regency 2 Room



**STEVEN NOTTINGHAM** will discuss how to utilize the annual report for building your year. Steve will demonstrate how organization, including creating a team that manages specific sections of the report, will help ensure your year runs smoothly - while maximizing your points and adding member value!



**LINDA LEE** will be focusing on the annual report and what we can do to maximize points through 12/31/2011!!

### *Are Your By-Laws and Standing Rules Up To Date?*

**Best Practices for Review and Revision**  
presented by the 2011 State By-Laws Committee

Sun - 4:00-5:00PM / Mon - 11:30-12:30PM  
Crystal Room

- Great Standing Rules and By-Laws take the worry out of chapter operations!
- Are your By-Laws and Standing Rules up to date?
- If not, here are some excellent tips on "renew, review and revise"!
- And some good methods for compliance to WCR State and National By-Laws too
- Get the Rules Toolbox in one short, powerful session!

*Chapter Fundraising Tables Available!*



Please contact  
**Theresa E. Wilson** at  
(559) 683-3715  
or  
twseells@live.com  
for more information.

\$50.00/table and may be split with another Chapter.