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## Women's Council of REALTORS®

Contact info:  
PO Box 222292 | Carmel, CA 93922  
[wcrmpc@yahoo.com](mailto:wcrmpc@yahoo.com)  
[www.wcrmonterey.org](http://www.wcrmonterey.org)

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*Each member is responsible for updating  
contact information on the website. To make  
changes, go to [www.wcr.org](http://www.wcr.org)*



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## Women's Council of REALTORS®

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# Women's Council of REALTORS®

Volume 4, Issue 4  
4<sup>th</sup> Quarter, 2009

Monterey Peninsula Chapter  
[www.wcrmonterey.org](http://www.wcrmonterey.org)

## SCHEDULE OF PROGRAMS, 2010

**January 15**  
Economic Forecast/Jeff Davi

**February 12**  
Survival Skills/What works in  
this market?

**March 12**  
Legal-Panel of Attorneys

**April 14**  
Forum V- Multi Chapter Networking  
Event

**May 7**  
Industry Forecast/Hospitality,  
Ag, Homeland Security

**June 4**  
Trend Breakers in Business

**July 9**  
Superintendents of Monterey Peninsula  
Schools

**August 20**  
Assistants – Virtual and Beyond

**September 16**  
Fashion Show

**October 15**  
Business Planning-How to Create an  
effective Business Plan

**November 12**  
Cultural Diversity & Installation

**December 9**  
Holiday Party

All dates are not set. Subject to speakers avail-  
ability.

\*This program list is subject to change.

## WCR MISSION STATEMENT:

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

## NOTE FROM OUR PRESIDENT

Dear Members:

In November, I and three other members from our chapter had the opportunity to attend the Women's Council of REALTORS® National Conference/2009 NAR Conference & Expo in San Diego. Our education began with hearing Lawrence Yun, NAR Chief Economist speak on the economic forecast. The greatest applause occurred when he said next year sales will increase 15 percent to about 5.7 million units, and the income of the Realtor will go up 20 percent. This is the kind of talk we all love to hear.

The most intriguing presentation was about the "Business Model for the Future." The discussion focused on the Broker/Agent relationship. In the past, it was all about the brokerage collecting bodies. The concept was more agents meant more dollars. Now the Broker is learning bad agents are a liability and quality trumps quantity. Today, and looking to the future, it is believed we will be controlled by the consumer and we will need to adapt through new communication and competitive skills. The challenge will be about remaking the broker/agent relationship and the elements to success will be in social media. In other words, moving beyond websites and email.

The highlight of the conference, for me, was Saturday afternoon at the NAR General Session. This year's five winners of REALTOR® Magazine's Good Neighbor Awards were presented and we were treated to their very heartwarming stories. Charles McMillan, President of NAR was thoughtful, funny and certainly right on the money when he spoke of his core belief when working with another person, which is made up of respect, positive regard and acting without being judgmental. Keynote speaker, Condoleezza Rice received a very warm welcome and offered an ample helping of patriotism mixed with optimism, "when you're feeling down, remind yourself of things that once seemed impossible and later on seemed inevitable." This comment should remind us all of the importance of eliminating negative thinking and the value of staying focused.

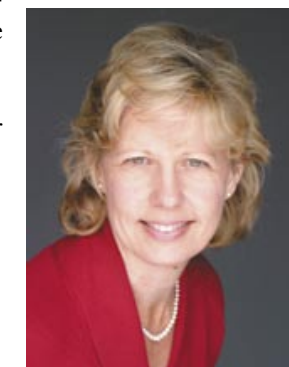
As 2009 draws to a close, I would like to thank each and everyone of you, who has been involved with WCR this year. Whether you were a national member, a local affiliate, a guest or a regular attendee at one of our Business Resource meetings, your presence and contributions made a difference to our organization.

I also want to thank the amazing group of women who made up the 2009 Board and those who held committee positions. Each of these women embody the spirit of giving and never could this have been the successful year it was without each of them.

Finally, I wish President, Gloria Reese and the Board for 2010 the very best!

Sincerely,

Noni McVey  
WCR Monterey Peninsula President, 2009



## STRATEGIC PARTNERS

*Thank you for your support!*

Our sponsors not only help us financially with their sponsorship dollars but share their time, expertise and knowledge with us at meetings and one-on-one. Part of the benefit of an organization such as WCR is that we are able to get to know one another in formal and informal settings, thereby learning more about each other. We are grateful to all of our sponsors that were generous and involved in our wonderful organization. All of our 2008 and 2009 sponsors are listed on our website so please check them out and use their services often! [www.wcrmonterey.org](http://www.wcrmonterey.org)

October's meeting was sponsored by Donna Bomarito, Bank of Commerce

November's meeting/Installation was sponsored by: Coldwell Banker Del Monte Realty/Rita Lewis, Princeton Capital/Chad Hawker, Monterey County Herald, Nustart Home Inspections/Tom Brick and Robert Reese.

The space for December's WCR Monterey holiday party was generously donated By Monterra®

## MEMBER OF THE YEAR

We are very excited to be able to share with you our candidate for member of the year, 2009, for our Monterey Chapter of Women's Council of Realtors. This woman has contributed not only to Women's Council but to our local and state Board of Realtors. Her good cheer and ready willingness to answer, at length, any members' question and to volunteer her time for any and all events both obligatory and voluntary has been unmatched by her peers. Not only is she able, she is thoughtful and well educated on the issues at hand. She serves as a mentor for the new board and a friend for many. And while doing all this, she excels in her business and in her value to her clients. It is with great pride and affection that we nominate Kim DiBenedetto to this very special position of our choice for Member of the Year.



## MEMBERSHIP CORNER

*Please welcome the new members to WCR Monterey Chapter:*

### NATIONAL MEMBERS:

Katie Linares, Coldwell Banker Del Monte Realty  
Angie Villanueva, Angie Villanueva, Broker  
Sarah J. O'Connell, Chase Bank

### LOCAL AFFILIATES:

Renae Gerhardstein, The Salinas Californian  
Melody Maddox, American Home Shield  
Tracy Chappell, Easter Seals

## 2009

### BOARD & COMMITTEE MEMBERS

#### President

Noni McVey  
[noni@nymphomes.com](mailto:noni@nymphomes.com)

#### President-Elect 2009

Gloria Reese  
[gloria.reese@camoves.com](mailto:gloria.reese@camoves.com)

#### Secretary

Debby Beck  
[debby.beck@cbnorcal.com](mailto:debby.beck@cbnorcal.com)

#### Treasurer

Carrie Thomas  
[carriethomas@princetoncap.com](mailto:carriethomas@princetoncap.com)

#### V.P. of Membership

Antone Duncan  
[antone.duncan@camoves.com](mailto:antone.duncan@camoves.com)

#### Program Committee Chair

Jeannie Fromm  
[jfromm@ctt.com](mailto:jfromm@ctt.com)

#### Sponsorship Chair

Arleen Hardenstein  
[arleen@arleenhardenstein.com](mailto:arleen@arleenhardenstein.com)

#### Ways & Means Chair

Noni McVey  
[noni@nymphomes.com](mailto:noni@nymphomes.com)

#### Hospitality Chair

Anne Love McPherson  
[aloverealty@sbcglobal.com](mailto:aloverealty@sbcglobal.com)

#### Parliamentarian & Bylaws Chair

Gege Winton  
[gege@mbay.net](mailto:gege@mbay.net)

#### Historian & Photographer Chair

Doree Hyland  
[doree@doreehyland.com](mailto:doree@doreehyland.com)

#### Reservations & Attendance Chair

Heidi Daunt  
[hdaunt@treehousemortgage.com](mailto:hdaunt@treehousemortgage.com)

#### Finance & Budget Chair

Kathleen Hendricks  
[kathleen@kathleenhendricks.com](mailto:kathleen@kathleenhendricks.com)

#### Financial Audit Committee

Jane Durant-Jones  
[jdjones@mortgagenetwork.com](mailto:jdjones@mortgagenetwork.com)

#### Nomination Committee

Kathleen Hendricks  
[kathleen@kathleenhendricks.com](mailto:kathleen@kathleenhendricks.com)

#### Liaison for Shelter Outreach Plus YWCA Safe House Emergency Shelter

Kathleen Hendricks  
[kathleen@kathleenhendricks.com](mailto:kathleen@kathleenhendricks.com)

#### Publicity Chair

Carrie Kuhl  
[carrie@mcweekly.com](mailto:carrie@mcweekly.com)

#### Advisory Committee: (Past Presidents)

Susan Clark 2002  
Arliene Beesley 2003  
Linda Dorris 2004  
Linda Shepard 2005,  
Kim DiBenedetto 2006  
Karen Calley 2007  
Kathleen Hendricks 2008

## SUMMARY OF EVENTS

To view photos of Business Resource meetings go to... [www.WCRmonterey.org](http://www.WCRmonterey.org)

### WATER RESOURCES BOARD MEETING



Donna Bomarito from Bank Of Commerce and Doug Toby of Keller Williams with Terry Mallery, Attorney

### 2010 MONTEREY BOARD



Your 2010 leaders, Noni McVey (Ways and Means) Gloria Reese (President), Sarah J. O'Connell (Treasurer) Arleen Hardenstein (Secretary) and Judi Hartwell (President Elect)

### HOLIDAY PARTY



Niki Domeno from A.G. Davi, John Lewis of National Property Inspection and China Bury from Monterey County Weekly



WCR was proud to present both YWCA and Shelter Outreach Plus with \$3,800 checks as well as 30 new jackets



Rika Dotson and Beth Franks, a special thank you to Beth for helping to secure the Sunset Idea House for our Holiday Party venue.

Special thanks to Lindy Harte and Homes & Land of Monterey County for designing, publishing and mailing the newsletter.