

## 2012 LEADERSHIP BOARD

### PRESIDENT

**Judith Gietzen**

Amerivest Realty

Direct: 239-405-3503

JGietzen@AmerivestRealty.com

www.JudiGietzen.com

### PRESIDENT-ELECT

**Debra McAlister-Brown**

Sun Realty

239-898-9933

djmsellsswfl@gmail.com

### VICE PRESIDENT MEMBERSHIP

**Michael Jackson**

Keller Williams Elite Realty

239-919-6315

wcrbonitaesteromj@gmail.com

### TREASURER

**Joanne Brenenstuhl**

American Eagle Mortgage Company

239-470-1711

jbrenenstuhl@aemc.cc

### SECRETARY

**Ginny Nobbe** John R. Wood

239-218-0025

gnobbe@johnrwood.com

**Have you joined  
a committee  
YET?**

*(you haven't? Why not?)*



## MESSAGE from the PRESIDENT

*Judith Gietzen, 2012 President*

Happy New Year to all of our wonderful chapter members!

2011 chapter business came to a close at our 1st Annual Evening Gala on December 3rd, "An Evening to Celebrate 2011", recognizing our 2011 award winners installing the 2012 elected line officers and introducing the 15 committee chairs of 2012. This evening quickly became *an evening to remember* by all. Many special guests, such as Senator Lizbeth Benequisto, Commissioner Tami Hall, Wildcat Run President Judy Mitino, BEAR President Pam Olsen, each participated in the program.

The Passing of the Gavel retired the 2011 star theme and introduced the key theme for 2012. We are **the key to our chapter's success and WCR is the key to ours.** We deal with keys throughout the day; from car keys, to key boxes, and to house keys. At the end of the sales cycle, we pass the house key from our seller to our buyer - a closed sale!

The 15 committee chairs have been busy at work throughout the month of December and the first part of January to ensure another successful chapter year for all our members. Our educational program will bring you **keynote speakers** to enhance your industry knowledge.

Due to our exciting chapter growth over the past 18 months, 2 new chairs have been added, Hospitality and Community Outreach. Our gov-

erning board is excited about this expansion and looks forward to positive results from each committee.

**The new venue for our Monthly Business Resource (BRM) meetings, the Pelican Sound Golf Club** will allow additional seating since we outgrew our space at Grandezza toward the end of 2011. We hope you will be pleased with this change. We believe it is more centrally located overall for our chapter members as well.

Another change taking place this year is the **Top Producer Award!** Allowing for a full 12-month production period through December 31st, we are looking forward to acknowledging these winners on January 27th at the above mentioned BRM.

Your Bonita Springs-Estero WCR chapter calendar will be e-blasted to you this week. Please note, it is subject to change so be sure to visit our chapter's website for updates. While you are there, make sure your contact information is correct on the member roster.

Chapter line officers are off to Orlando this week, attending the Florida REALTORS and WCR conferences. News and information from this trip will be shared at the January 27th BRM by the attendees.

Let Women's Council of Realtors<sup>®</sup> help you make it a great 2012!

It is my honor to serve as your 2012 Chapter President, *Judi Gietzen*

# UPCOMING DATES/EVENTS!

**February 10**

2:30PM-4:30PM

## **Ladies in Red Fashion Show & High Tea**

*Miromar Design Center*

**February 21**

3:30PM

## **Governing Board Meeting**

BEAR

**March 5**

5:00PM-7:30PM

## **Membership Orientation & Social**

*Wildcat Run*

**March 6**

3:30PM

## **Governing Board Meeting**

BEAR

**March 9**

11:30AM-1:00PM

## **Business Resource Meeting & Luncheon**

*Pelican Sound Golf Club*



## WCR REALTOR<sup>®</sup> *Spotlight*

*Meet Jessica Berube!*

A marriage, a new career and a new house last year! It's been a busy year for Jessica Berube. Prior to moving to Florida, almost 5 years ago, Jessica grew up in southeastern Wisconsin. Before embarking on a career in Real Estate, Jessica graduated college with an elementary education degree and taught 4th, 5th and 6th grade for 8 years before her husband persuaded her to become a Real Estate Agent.

Jessica joined her husband, Jay (also a WCR Bonita Springs-Estero Chapter member), at Encompass Realty Group with Downing-Frye Realty.

Jessica loves working with buyers, sellers and renters, as Encompass Realty Group specializes in property management.

Jessica and Jay got married in April 2011 and recently moved to Bonita Springs. She is very active in the Bonita Springs Rotary Club and loves to spend time with her husband, socialize with friends and give back to the community through volunteer work.

Be sure to say hello to Jessica at our next chapter function!



## Professional training so powerful, it'll keep your competition up at night.

*By Debra McAlister-Brown*

**Performance Management Network** - *Keep an eye out for upcoming courses in our area!*

The Performance Management Network is a REALTOR<sup>®</sup> designation built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of an evolving market. The Performance Management Network's suite of professional performance training courses is taught by recognized experts who dig deep into the hot topics that are driving the marketplace and shaping your business. Please plan on attending one of these fabulous courses.

*Why Earn the Performance Management Network Designation?* Your customers are savvier and more de-

manding. There's more and more information, but less time to process it. The competition is fiercer and faster than ever. By becoming a PMN Designee, you'll show your clients that you are committed to ongoing education and professional excellence, and you'll show your colleagues that you understand and value the importance of a powerful network of business connections

Enhance your career. Grow your business. Expand your sphere of influence by receiving referrals from WCR Members from other areas who have clients looking to move to Florida.

Apply your PMN to other REALTOR<sup>®</sup> Designations! You can earn credit toward the CRB and CIPS designations for being a current PMN designee.



## MEMBERSHIP Update

By Michael Jackson, VP Membership

Women's Council of  
**REALTORS**<sup>®</sup>  
Bonita Springs-Estero Chapter

We are looking forward to ANOTHER wildly successful year in WCR Membership! I am so excited to be at the helm of the Membership committee with the assistance of the fantastic Ms. Melissa Morrison, Affiliate Chairperson of Membership. We have lofty goals for 2012 and we are confident that we will accomplish those goals.

Let's talk about our MEMBERSHIP DRIVE, which is January 1st thru March 31st, 2012. We are looking to recruit 20 new members in January,

10 new members in February, and 10 more in March. Yes, folks - that's 40 new members in total. We will achieve this goal! The WCR member who recruits the MOST new members during the Membership Drive will receive a wonderful prize this year! It's going to be a vacation to... well, it's going to be a surprise, my friends!

I already have a terrific Membership team in place. However, if you are interested in joining us on the Membership committee, please reach

out to me. We could use your help! We are also going to be concentrating on the retention of our current members this year, so stay tuned for more details on this new MJ program! Finally, I would like to thank all of our members for your continued support and recruitment of new members to our AWESOME chapter!

Please join us at our first 2012 New Member Orientation & Social on Monday, March 5th, 2012 from 5:00-7:30pm at Wildcat Run in Estero, Florida!



## WCR AFFILIATE Spotlight

Meet Emily Ross-Campos, Ross Appraisal Services

Emily is the owner of Ross Appraisal Services, located in Estero, Florida. Ross Appraisal Services provides opinion of value for residential and commercial properties in Collier and Lee Counties.

Emily grew up as a "military brat" and lived in such exotic places as Alaska, Newfoundland and Goose Bay, Labrador, as well as seven different states. Emily contributes her organizational skills to being able to "tear down and pack" in a matter of hours, due to her many moves. Emily received her BA from Northeastern Illinois University in Chicago, Illinois. She worked for the Social Security Administration for 17 years and started her own business when she realized that she could make

more money with less hassle. She owned and operated a Fee Based Financial Planning Company which specialized in litigation support services for women going through the process of divorce. She sold her business in 2000 and hung out for a few years until she realized that she needed some structure in her life. After reading a book about the most profitable careers in the new Millennium, she went back to school and got the necessary coursework to get her Appraiser's license. She has been appraising residential real estate since 2002 and started appraising commercial property in the fall of 2008. Emily holds the designation of "Certified Residential Real Estate Appraiser". Emily has cur-

rently passed all necessary course work and a grueling six day narrative workshop to receive her "Senior Residential Appraiser" designation.

Emily has been coming to Florida since 1991 and has lived here full time since 2006.

Emily remarried several years ago and lives in Estero with her spouse, Bill Campos, President of Monarch Builders of Southwest Florida. Emily has one daughter, Kelley, and four adorable grandchildren; Shea, age 16, Jack, age 15, Kaileigh, age 13 and Liam age 11. Kelley and the brood live in Naperville, Illinois. She has also acquired a new "son" through her marriage to Bill. William, the third, lives in Estero with his wife Robin.

Emily's interest are spending time with her spouse, her family, reading, golf, and playing cards. Emily is an accomplished miniaturist and has displayed her room boxes at exhibitions in Chicago and Naples.



## PHOTO *Album*

### December 3rd, 2011 Gala Event

It was a night of fun to be had by all! With the installation of our 2012 officers, award recipients, and dancing the night away, Wildcat Run was the perfect venue for a Gala event!







## SCHOLARSHIP (EDUCATION REIMBURSEMENT)

By Joanne Brenenstuhl

It's that time of year again, at our January meeting we will be proudly reimbursing several Realtors for their educational classes. Many ask how to take advantage of this wonderful member benefit.

Below is the criteria established per our Standing Rules, and can also be found on our website at: <http://www.wcrbonitaestero.com/files/2009/11/WCR-Standing-Rules-Revised-11-1-11.pdf>

As an inducement for the Chapter to encourage more REALTOR® Member(s) to participate in continuing education and/or higher education, and subject to the herein below conditions, the following classes may be submitted for scholarship reimbursement: PMN Courses and Courses from the REALTOR® Family Designation Programs (information available from REALTOR.org). The Chapter will provide a scholarship reimbursement to each REALTOR® Member(s) who meet(s) the below requirements. Reimbursement will be distributed on a percentage basis, depending on the amount budgeted for the year and the number of Members who request reimbursement. The Chapter's budgeted amount for such reimbursable expense per REALTOR® Member may change from time to time, but shall never exceed

the annual Chapter membership fee for the year in which the scholarship reimbursement is requested.

To be eligible for scholarship reimbursement, a REALTOR® Member must meet the following criteria:

1. WCR REALTOR® Member in good standing for at least one (1) year;
2. Actively serve on at least one (1) committee or be a member of the Governing Board for the year in which reimbursement is being requested;
3. REALTOR® Member(s) must hold his/her primary membership in the Bonita Springs-Estero Chapter.
4. Submission to Treasurer, no later than November 30th of each year, a Check Request Form, with original paid

receipt and a copy of the Completion Certificate.

So, get involved and get reimbursed for education too. It's just one of many wonderful WCR benefits available for you to take advantage of to enrich your career.



We need  
REALTOR® members!

# THANK YOU to our 2012 CHAPTER SPONSORS

## PLATINUM SPONSORS



Ron Rooker



Joe Taylor & Melissa Morrison



Scott DiGregorio



Jason Lane



Shelly Osterhout



Jamie Weaver, Foot and Ankle Surgeon



Peter O'Flinn



BB&T-Oswald Trippe and Company  
Nancy Dalaskey



Jeanne Burmeister



Mark Schwartz



Candi Hilton



Pam Jensen & Bill Jurek



Cheryl Ankenbrandt



Sylvia Connor

## SILVER SPONSORS

- Consignment To Go, Alana Consolo
- Radon & Mold Professionals, Janet Wall
- Miromar Lakes Beach & Golf Club, Jeff Garard
- Homes & Land Magazine, Lisa Winters
- BB&T Mortgage, Tracie Allman
- TreasureMyHome.com Team, Heather Wightman, Ginny Nobbe, Cindy Garcia
- Stewart Title, Heather Yanchus
- Arbonne International, Pat Kazor
- Premier Sotheby's International Realty, Joe Harris
- WBN Marketing, Nella DeCesare
- American Eagle Mortgage, Joanne Brenenstuhl & Pete Moran
- Winged Foot Title, Marian Rosencrans
- The News Press, Shari Abell
- Third Federal Savings & Loan, Cathie Bartlett
- Estero Lifestyle Magazine, Gary Israel
- London Bay Homes, Inc., Terri Speech, REALTOR Liaison/Concierge
- Living Well Chiropractic, Dr. Vivian Ebert
- Element Funding, Nigel P. Fullick

## GOLD SPONSORS



Karen Boring



Carol Biron



Jama Wyatt



Barbara Bell



Troy Hilton



Mandi Shuler



William Campos



Emily Ross Campos



Bill Delayo Jr.



Mary Kephart

# ADVERTISERS

This space is open to any WCR Bonita Springs-Estero Chapter member to advertise! Take advantage of low rates and promote yourself! Get your ad in for the next issue TODAY!

Email your space reservation to [Nella@wbn-marketing.com](mailto:Nella@wbn-marketing.com).

Women's Council of  
**REALTORS®**  
Bonita Springs-Estero Chapter

**\$CRATCH OUR BACK.** Refer our remodeling services and receive a prepaid VISA loaded with 2% of the cost of the total contract.

**WE'LL \$CRATCH YOURS.**

**LUXURY HOME SOLUTIONS**  
DESIGN • BUILD • REMODELING  
MAINTENANCE • HOME REPAIR

NAPLES 239.963.4093 FORT MYERS 239.728.2143 [WWW.MYLHS.COM](http://WWW.MYLHS.COM)

**Mandi J. Shuler**  
Branch Manager  
Florida Licensed Title Agent  
[Mandi.Shuler@rels.info](mailto:Mandi.Shuler@rels.info)

**Rels**

**Rels Title**  
1591 Hayley Lane / Suite 101  
Fort Myers FL 33907  
Phone 239.277.0222 / 239.989.1211 / Fax 952.769.5727

[Rels.info](http://Rels.info)

**Special Rates for WCR Members!**

Specializing in Real Estate, Finance and Contractor Marketing  
Copywriting • Graphic Design • Social Media • Direct Mail

Nella DeCesare  
**239.919.0933**  
[Nella@wbn-marketing.com](mailto:Nella@wbn-marketing.com) • [www.wbn-marketing.com](http://www.wbn-marketing.com)

**QUALITY WITHOUT QUESTION SINCE 1986**

**SPECIALIZED SERVICES**  
INTERIOR & EXTERIOR PAINTING  
RESIDENTIAL & COMMERCIAL  
DECORATIVE FAUX FINISHING  
COMPLIMENTARY ESTIMATES / INSURED

239.275.0425 / 239.482.1695  
[WWW.RONSPAINTING.COM](http://WWW.RONSPAINTING.COM)  
LICENS# #PT000286 / CO44340 / SAHIBEL 93-11844

*Instinctive Feng Shui and Interior Design*

**239-440-6618**  
email: [design1@embarqmail.com](mailto:design1@embarqmail.com)  
[www.BarbaraBellDesignGroup.com](http://www.BarbaraBellDesignGroup.com)

**Special rates for WCR members!**  Barbara Bell Design Group

*Barbara Bell Design group can help you achieve stylish interiors for a more harmonious life.*

**VOGUE**

Residential – Commercial Interior Design

- Affordable Solution Packages ·
- 2 % Cash Back Program ·
- Client Gift Certificates ·

24520 Production Circle, Suite 5, Bonita Springs, FL  
239-498-7500 · [www.VogueInteriors.com](http://www.VogueInteriors.com)  
Lic. # IBC 000348

## Why isn't YOUR ad here?

For **only \$50 per issue**, you can reach WCR members and stay in front of them all year long!

Email [nella@wbn-marketing.com](mailto:nella@wbn-marketing.com) to reserve your space.