

2011 Leadership Board

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**Have you joined a
committee YET?**

(you haven't? Why not?)

www.wcrbonitaestero.com



Message from the President

"It's going to be a great year!"

--Heather Wightman, 2011 President

Happy New Year!! Our motto this year in our chapter is YOU are a STAR within WCR!!! I truly mean that!! There is no way our chapter would be successful without YOU! You are a leader in our industry – to your customers, to your family, to your friends, to your pets, and to ME!! Thank you for your involvement in our busy year. We want to learn more, earn more, build from a strong foundation, and have FUN all the way to another year of EXCELLENCE! Remember – when you are involved in the committees, attend the business luncheons, and take educational courses, you can get REIMBURSED for your education classes up to the cost of your membership – it's like being a member for FREE!!! So RENEW your membership TODAY, and ask someone you know to join too!! We are a fast growing group, and want you to be there for every moment!

Upcoming events

Jan 24 - Membership Orientation & Social "Wildcat Run is WILD about WCR
5:30PM-7:30PM Wildcat Run, Estero

Jan 19-23 - FAR/WCR Mid-Winter Meetings Orlando, FL

Feb 8 - Governing Board Meeting, 3:30PM, BEAR offices

Feb 11 - February Business Meeting & Luncheon, The Club at Grandezza,
Estero 11:30AM - 1:00PM, sponsored by TIB Bank

2010 at a glance...and what an experience it was!

By Judi Gietzen, 2011 President-Elect



December, 2009 I was installed as the V/P Membership, my 1st year as a Line Officer with Bonita Springs Estero Chapter of Women's Council of Realtors. I attended the Chapter Leadership Conference at Grandezza (**Education**). That's when I knew I was running with the Leaders of the Pack!

January kicked off our Membership Drive which ended **Mar 31st**. 1st Annual International Wine Tasting at Wildcat Run for New Members Orientation, and my 1st trip to Florida Association of Realtors and Women's Council of Realtors Conferences in **Orlando (Education & Statewide Networking)**. I very much enjoyed traveling with the other 2010 Chapter Officers and meeting many others throughout the State. I attended the Installation Banquet for the State Officers and met our lovely State President, Nan Harper. In **February**, attended District V Leadership Conference (**New Friends**). Plus, we brought home the Chapter Excellence Award from 2009 (**Pride**)!

The month of **April** hosted our 2nd Quarter New Member Reception Spring Fling at The Colony Golf Club (**Education**). The month of **May** attended our NAR and Women's Council Conferences in Washington D.C. Several of our officers attended a PMN Class offered by Terry Watson of Watson World (**Education & National Networking plus more new friends**). Our State won Outstanding State Award (**Pride**).

In **June**, we worked toward the multi-District Conference. However, due to many conflicts, it was cancelled. **July** proved to be exciting and we made history by holding our 1st Annual Chapter Golf Tournament, Fun with Friends; it was a sellout, combined with 3rd Quarter New Member Orientation (**Fun plus Friends, Education and Exercise**). In **August**, I traveled back to Orlando for the Florida Realtors & Women's Council of Realtors. Our Chapter participated in the Talent Show, singing "We Are Family" (**Education/statewide networking and a lot of fun**).

September was quiet, gearing up for 2 large fundraisers in **October**. In the first week of **November**, I flew to New Orleans for **NARdi GRAS** and the Women's Council National Conference. The National President and her Line Officers were installed at the WCR Ball. I attended many classes, toured exhibitor booths, caught some blues and jazz, and enjoyed some Cajun favorites (**Education/national networking/new friends along the way, and lifelong friends from our local chapter**).

Then it was **December 2010** with many awards being given to all that make this Chapter what it is. Education reimbursement checks were given to several members. New Line Officers were installed and now we start all over again. We closed our year-end with **record breaking attendance** at the New Member Orientations and our Monthly Business Luncheons. Fundraising performed **above quota** and grew our Chapter from 47 National Members to 83, going from large to **Mega (FREE EDUCATION/SUCCESS/PRIDE)!**

Thank you for allowing me the opportunity to serve as your 2010 V/P Membership. It was such fun and, I almost forgot to mention, all that **FUN** I outlined above was **FREE to ME plus the NETWORKING for my BUSINESS plus the FRIENDSHIPS I made plus EDUCATION REIMBURSEMENT!**

So, Thank you again.

Judi Gietzen

Membership Corner

By Debra Morris, VP Membership



IT'S THAT TIME OF YEAR AGAIN! Our new **NEW MEMBERSHIP/MEMBER RETENTION DRIVE CONTEST** began January 1st and is in full swing. We have a tall order to maintain our new mega chapter size throughout the next few months **January and February are critical** months for contest points. Each new member application earns 20 points each.

Membership Benefits:

- Education/Scholarships Available
- National and Statewide Networking
- Leadership Skills & Leadership Opportunities

The task is to ask each of you to reach out and recruit at least one new realtor member to our chapter. Ask your broker for support if you need it. We would be happy to attend an office sales meeting to discuss all the benefits that membership brings, but you already know what those benefits are! Help sign them up by going to our website, www.wcrbonitaestero.com, and click **JOIN NOW**.

The menu will guide you and/or your recruit through the process. For those of you who participated during 2009 and 2010, please make sure the members you recruited renew their membership, as well as you. Go to www.wcrbonitaestero.com and click link for NATIONAL WOMEN'S COUNCIL OF REALTORS and click renew.

Last year our contest generated \$cash\$ to the best recruiter. This year, everyone that participates will earn **STAR DOLLARS**, which can be converted to cash and/or prizes. It's a win-win for everyone.

More details will be reported at the January 14th Luncheon. Also, save the date: **January 24th is the International Wine Tasting hosted by Wildcat Run Golf & Country Club**. New member orientation, membership social, guests welcome. There will be a raffle and prizes. Bring your prospective recruit! Our membership team will help finalize his/her application is needed. **THE EVENING IS FREE!**

What is a QR Code and WHY you should be using it for your marketing now! *Contributed by Nella DeCesare, WBN Marketing*

We all know that one of the keys to great Search Engine optimization is making sure you keep your website updated, new and fresh. Whether you do this with a blog, or you change your homepage with listings or new products, it serves to show Google that your site is "alive." For many small businesses and realtors in particular, this is a real challenge.

So you already have great, fresh content and listings on your site—what's next? Do you know what is coming that may benefit your business or real estate firm?

Have you heard of QR codes yet? Here is a quick introduction:

What are QR codes? They look like this:



Side Note: WCR Bonita Estero Chapter will be incorporating QR Codes into flyers, newsletters and other materials in the months to come! Watch for them!

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from page 2...

They come to us from Japan where they are very common. QR is short for Quick response (they can be read quickly by a cell phone). They are used to take a piece of information from a transitory media and put it into your cell phone. The reason why they are more useful than a standard barcode is that they can store (and digitally present) much more data, including website links, geo coordinates, and text. The other key feature of QR Codes is that instead of requiring a chunky hand-held scanner to scan them, many modern cell phones can scan them.

How does the cell phone read the phone?

The cell phone needs a QR Code reader; there are many free QR reader applications you can download to your phone. It takes literally one (1) minute!

How can you generate a code?

You can easily generate a QR Code using a site like www.Kaywa.com.

How could you use a QR Code?

Add them to business cards, print advertising, flyers, posters, invitations, etc.

- Contact details
- Event details
- Listing details
- Product/Service details
- Twitter, Facebook IDs
- Link to YouTube videos

Want to know more about how QR Codes can help you? Read the many articles on the Internet and hire a professional marketer to develop a multi-dimensional strategy using QR Codes!

WCR REALTOR® Spotlight



Michael Jackson Keller-Williams Realty, Bonita Springs



Meet **Michael Jackson** of **Keller-Williams, Bonita Springs**! Michael has 12 years of professional sales and marketing experience, and holds a Marketing degree from Florida Gulf Coast University. He knows how to market your home efficiently and effectively to get it sold! Michael firmly believes in a 'white gloved' concierge-type service approach to dealing with clients. As to dispel any rumors, he believes in wearing both gloves - not just one!

Michael started his professional career at the age of 18 in the Insurance Industry as a licensed Property & Casualty Insurance agent in Michigan. In 2003, Michael took a leap of faith and moved to Estero, Florida and took a position at a leading National direct mail marketing company where he worked as a National Account Director (Sales) for 6 years. Michael already has a proven track record in the real estate world and is quickly making a name for himself with his real estate business! Michael recently joined WCR to network and build relationships with his fellow realtors and affiliates of WCR. He is looking forward to expanding his referral network with other WCR members across the country. Please feel free to contact Michael at michaeljacksonfl@kw.com or directly at 239-919-6315.



WCR Affiliate Spotlight

Nella DeCesare WBN Marketing, Naples, Bonita Springs, Estero



Meet **Nella DeCesare** of **WBN Marketing**! Nella is an advertising and marketing professional who has been in the business for twenty years. Starting her career in Phoenix, Arizona as a media strategist, Nella has specialized and consulted within many industries such as real estate, hospitality, sports marketing, telecommunications, non-profit, wealth and investment banking, residential construction, and higher education. Nella holds a Bachelor's degree in Marketing, as well as a Master's degree in Organizational Management from the University of Phoenix.

Prior to launching WBN Marketing in 2007, Nella served as the Advertising Director for the Institute for Professional Development (a subsidiary of Apollo Group, Inc.), where she successfully developed and managed online and offline marketing strategies for 24 clients.

In 2009, Nella expanded WBN to Southwest Florida, where she continues help her clients grow and exceed their business goals. Nella currently works with many WCR members and offers a special rate for all marketing services to WCR members. Please contact Nella directly at nella@wordsbynella.com or call 239-919-0933.

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