



**Mission**

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

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The Women's Council of REALTORS® is a community of real estate professionals creating business opportunities, developing skills for the future and achieving our individual potential for success.



President's Message...  
 ...from the desk of JoAnn Hughes

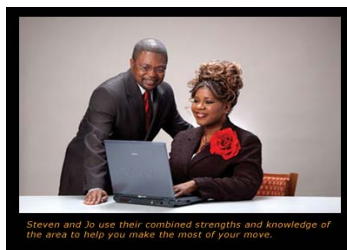
**What do Summer and Technology have in common?**

**They are both hot topics for discussion!**

July brought one of the most exciting Business Resource Meetings so far this year. Steven and Jo Payton, MAAR Technology Instructors, were very informative as they introduced us to the latest and greatest technology tools that no Realtor should be without! From smart phones to flip video cameras, Steven and Jo demonstrated ways to enhance our business and make us even more invaluable to our clients.

Connect with family, friends, and clients through an array of social media outlets on your smart phone. Use a flip camera for video taping customer testimonials to add to your website. Instead of telling people how great you are and what awesome service you provide, let your customers tell your story for you! What an awesome way to add credibility to your real estate career. Website? You do have one, don't you? Technology changes constantly and it's hard to stay well informed. However, I think everyone discovered new ideas and tools to put into practice. We all left the meeting a little more "tech savvy" than before.

Have a safe and happy summer and see you August 12th when our guest speaker will be Daniel Wade with Obsidian Public Relations.



**July Guest Speakers: Steven Payton & Jo Walker-Payton**  
**Topic: A New Vision—Technology**

**Steven and Jo Payton** are one of Memphis's leading husband and wife real estate teams. Even though both have high tech backgrounds they are passionate about their work and always have fun.

## What's Online:

Check out the  
Memphis Chapter's website:  
[www.memphis.wcr-tn.com](http://www.memphis.wcr-tn.com)

Check out the  
Tennessee State Chapter's  
website:  
[www.wcr-tn.com](http://www.wcr-tn.com)

Check out the  
National Organization's  
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[www.wcr.org](http://www.wcr.org)

**Congratulations to  
our July  
Member of the Month:**



**Gerrie Currie**  
**Crye-Leike REALTORS®**

## **Meetings and Events:**

January 14<sup>th</sup> Business Resource Meeting-Speaker: Lisa Moore, Facilitator, Consultant and Speaker-"You Make a Difference"

February 5<sup>th</sup> Chili Cook-Off @ MAAR...It's free! Special entertainment by: **Sue Turner and The Lenders!** Watch for pictures on next month's newsletter.

February 11<sup>th</sup> Business Resource Meeting-Speaker: **Glenn Moore**, 2010 MAAR President-"Leadership-Finding Your Path"

February 19th-First Quarter Lunch and Learn Series-Many "Thanks!" to speakers **Kathy Webb**, closing attorney with **Murphy, DeZonia and Webb, Attorneys**, who did a fantastic job explaining changes and updates to the Good Faith Estimates (GFE) and HUD-1 changes...and **Wendy Thompson of Patriot Bank** who skillfully presented information on the new RESPA requirements. Thanks, too, to **Liz Batkie** and Kemmons Wilson company for use of the facilities at **The Oaks at Woodchase Clubhouse** for this special training event for our WCR members.

March 8<sup>th</sup>-10<sup>th</sup>: TAR, Murfreesboro/WCR TN State Chapter Meeting: A special event for all Tennessee WCR members and attendees will be held on Monday evening, March 8th. More details at the TAR conference. In addition to a Talent Show, the fun-filled evening will include live and silent auctions! Come see our talented singers perform on stage. What a fun evening is planned!

March 11<sup>th</sup> Business Resource Meeting-Speaker: **Cheyenne Johnson, Shelby County Assessor of Property**-"Assessing in Challenging Times"

March 29th: MAAR's Residential Economic Summit-a special opportunity you won't want to miss. Information and reservation posted on [www.maar.org](http://www.maar.org).

April 8<sup>th</sup> Business Resource Meeting-Speaker: **Shelia Terrell, Rise Foundation**-"Fair Housing Month"

April 30<sup>th</sup>: "WCR Night at The Races"..."THE HORSES ARE COMING!...THE HORSES ARE COMING! You won't want to miss this very special event on Friday night, April 30th (the night before the Kentucky Derby) at the MAAR Racetrack. Look for sponsorship signup sheets and admission information at our March and April Business Resource Meetings.

May 13<sup>th</sup>-16<sup>th</sup>: NAR Mid-year Meeting in Washington, DC/WCR Regional and National Meeting. Note: No local chapter meeting in May due to NAR/WCR national meetings.

June 9th—Special Event with Deborah Gilmore, Speaker—2010 WCR National President Join us for a Welcome Reception from 5:30-7:30 pm @ MAAR!

June 10<sup>th</sup> Business Resource Meeting-Speaker: **Deborah T. Gilmore, WCR 2010 National President**-"ARE YOU READY?"

July 8th Business Resource Meeting Speakers: **Steven and Jo Walker-Payton from Benchmark Bartlett REALTORS®** Topic: "A New Vision—Technology"

July 14th New Member Orientation 8:30 a.m. at Panera Bread on Germantown Parkway Join Carmen Prince, V-P of Membership, for coffee, juice and special bakery treats as new members have a special opportunity to network with other WCR members and share experiences of the Women's Council of REALTORS®.

August 12th: Business Resource Meeting Speaker: **Daniel Wade** from Obsidian Public Relations Topic: "Being a Positive Ambassador for the Real Estate Community"

**The Memphis Chapter of the Women's Council of REALTORS®  
would like to acknowledge and thank our generous sponsors  
for our monthly Business Resource Meetings:**

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**James Pitcarad 901-848-3574**

**April 2010**

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**901-260-4055**

**[mmcdonald@realtytitle.com](http://mmcdonald@realtytitle.com)**

**June 2010**

**Griffin, Clift, Everton & Thornton, PLLC**

**Attorneys At Law**

**Mortgage Investors Group**

*20th Anniversary*

**1000 Brookfield Road, Suite 225**

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**Www.migonline.com/Memphis**

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**Drink it. Feel it. Share it.**

**Note: No May Meeting**

***Additional Sponsors on the next page!***

The Memphis Chapter of the Women's Council of REALTORS®  
would like to acknowledge and thank our generous sponsors  
for our monthly Business Resource Meetings...

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**Special "Thanks!" to our speakers: Steven and Jo Payton (center picture)...  
 ...and to sponsors from Richards Heating and Air (left picture)...  
 ...and to sponsors from Magna Bank (right picture)...**

**Our WCR-Memphis Chapter appreciates you!**

