



Mission

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

Chapter Leaders

President

Becky Fowler

Keller Williams Sonoran Living
beckyfowler@cox.net

President-Elect

Sandy Lunsford

sandy@msn.com

VP of Membership

Janelle Kennedy

Russ Lyon Sotheby's International
Janelle.Kennedy@russlyon.com

Secretary

Cheryl Bouwens

FAS Relocation Network
cbouwens@fasreloaz.com

Treasurer

Susan Bender-Ross

WJ Bradley Mortgage Capital Corp
susan.benderross@wjbradley.com

What's Online

Have you been to our site lately?

Check out your local chapter site today: www.scottsdalewcr.com. Be able to see our 2009 Membership Roster. If you would like to post your picture and a personal bio about yourself on our local website, please submit info to lyn.trayte@russlyon.com.

President's Message

This 2010 has been a memorable year for more than one reason, as our market has been challenging our Scottsdale Chapter Board and members have stepped up and beyond. With a chapter with great synergy we were able to change our location Venue and increase our profit each month, We also added a summer Casino Night Event and turned out to be much better than expected, not to mention a lot of fun. Only to continue with our Annual Fashion Show which this year we had it in October and named it "Masquerade Fashion Show" to follow up with the theme at our NAR/WCR conference in New Orleans.

This year has been a learning year as well as a profitable year for our Chapter and with the 2011 New President Sandy Lunsford and her Board it looks like it will be an exciting and successful year as we can already see especially after our Winter Conference the excitement in their eyes and minds of things to include, and improve. I have no doubt that they will again go up and beyond and have a wonderful 2011 year. As for me it has been an honor to have been the 2010 President of our Chapter and look forward to my position as Arizona WCR Treasurer 2011 will continue to advise and support my Scottsdale Chapter for all the following years.



Becky Fowler
 2010 President

Our Oct. 13 Luncheon with Guest Speaker, Bob Bemis, ARMLS CEO & Sponsors, Sharon Wolf Furman, AJF Engineering & Rosalyn Hightower, Luxury Home Magazine



Bob Bemis
 ARMLS

Bob relocated from the DC area, where he was the Vice President of Customer Care for MRIS, to become the CEO of ARMLS® in October, 2007. Prior to MRIS he served as Director of Marketing and Product Management for Interealty, a leading provider of MLS systems. Past career positions include Director of Information Services for the Chicago Association of REALTORS® Multiple Listing Service, and two years as a REALTOR® with Coldwell Banker in Glenview, Illinois. Before real estate, Bemis was a television production executive earning a regional Emmy® award for excellence in television directing. Bob holds a BA in Speech and Communications from Ohio State University.

**2010 Fourth Quarter
Calendar of Events**

Oct 13th

ARMLS CEO Bob Bemis

**Sponsors: Sharon Wolf Furman,
AJF Engineering & Rosalyn
Hightower, Luxury Home
Magazine**

October 29

**Annual Masquerade Fashion
Show & Charity Auction**

November 7th

**Michael Conway, AZ Geological
Survey**

**Sponsors: Jenny Werner, First
American Title & Jon & Dana
Kichen, Desert Sage Seminars**

December 15th

**Holiday Party & Installation of
2011 Officers**

**Monthly Luncheon Meetings
are the 2nd Wednesday at
Scottsdale Conference Resort**

**Social Networking 11:30am
Luncheon/Speaker 12:00pm**



**5 O'Clock Somewhere Socials
3rd Wednesday of the Month**

**Governing Board Meetings 1st
Wednesday of the Month**

*All WCR events are subject to
change and are updated daily on
the homepage at
www.ScottsdaleWCR.com*



**2010 Annual
Masquerade
Fashion Show
and Holiday
Boutique**

**October 29th
10:00am - 2:00pm**

This year, as in previous years, the Fashion Show was very well attended and enjoyed by all. Over 200 WCR members, friends and family came together at the Scottsdale Conference Resort for this year's event, with a Masquerade Theme, to shop at our dozen plus vendors tables, bid on over 70 silent auction items and socialize. Vendors selling everything from "bling bras" to wine gift ideas, clothing & jewelry flanked the walls of the beautifully decorated room, enticing many a shopper. Donated auction items such as gift baskets, realtor advertising packages, dinner gift cards and golf foursomes had hefty competition, bringing in hundreds of dollars to help support the Scottsdale Chapter of WCR & our designated charity, Gabriel's Angels.



Additionally, lightly used dresses, shoes & handbags & cosmetics were gathered for the Princess Program, allowing at need girls from 12 to 15 to be "princesses for a day". Emcees, Linda Williams from Channel 10 and Vernon Parker, former mayor of PV, were personable and great additions to our fashion show commentary. Models, made up of Scottsdale WCR members & escorted by people like Bob Bemis of ARMLS & Bob Peirce from SAAR modeled clothing from several different boutiques, both casual & formal.



Planning for next year's event will begin in the Spring. If you would like to volunteer to help out at next year's event, please contact Becky Fowler at www.beckyfowler@cox.net.



Thank you to our Members
who attended our Oct. 13th
meeting with ARMLS
CEO, Bob Bemis

*Sue Barnes - Sherrie Bellamy -
Allen Blaker - Cheryl Bouwens -
Brian Cantrell - Lisa Cline Davis -
Sharon Davis King - Debra Ewing
- Lorrie Feld - Courtland Fournier
- Becky Fowler - Rosalyn
Hightower - Christopher Holmes -
Rosi Khazoom - Janelle Kennedy -
Dana Kichen - Sandy Lunsford -
Sandy Mager - Carrie McNichols -
Sindy Ready - Ryan Secrist - Lyn
Trayte - Judith Wolff - Sharon
Wolf Furman - Lauri Wrigley -
Stephanie Young*

*Thank you to our
Members who attended our
Nov. 7th meeting with
Michael Conway, AZ
Geological Survey*

*Sue Barnes - Lisa Cline Davis -
Debra Ewing - Courtland Fournier
- Becky Fowler - Christopher
Holmes - Rosi Khazoom - Dana
Kichen - Sandy Lunsford - Sindy
Ready - Lyn Trayte - Jenny Werner*

*Thank you to our
Members who attended our
Dec. 15th Holiday Party &
Installation of 2011 Officers*

*Sue Barnes - Sherrie Bellamy -
Allen Blaker - Cheryl Bouwens -
Janine Brown - Shari Campos -
Lisa Cline Davis - Holly Eslinger -
Debra Ewing - Lori Feld -
Courtland Fournier - Becky
Fowler - Michal Ann Joyner - Rosi
Khazoom - Janelle Kennedy -
Dana Kichen - Sandy Lunsford -
Carrie McNichols - Sandy Mager -
Dawn McCauley - Robyn Randall -
Sindy Ready - Paula Serven - Lisa
Stein - Lyn Trayte - Judith Wolff -
Sharon Wolf Furman - Janelle
Wright*

NAR & WCR NATIONAL CONVENTION

New Orleans, Nov. 1-3



"Social Media for Realtors: 101 Dos & Don'ts" were referenced several times and are worth the money (can be ordered online). Sindy Ready played an integral role in several of the breakout sessions and kept them fun, interesting & informative. Bob Nachman was again elected to serve on the National Executive Committee at National WCR. We attended the inaugural dinner & installation of the 2011 National WCR president, Margo Willis. It was an incredible ceremony & very touching & impressive.

The NAR Expo had tons of vendors and several had some great information: Sure Close, ZipLogics, Equator, Realtor.com, etc. There were many iPads raffled off, Hurricane drinks to consume, tons of free "stuff" and an Earth Wind & Fire concert. There was also a Realtor talent show we thoroughly enjoyed, but our very own STAAR Night is just as good – maybe even better.

We had some excitement at our hotel. The Prime Minister of Israel was also staying there and even had a meeting with Vice President Biden during our WCR conference. We couldn't have been safer during our stay as there were FBI, Secret Service, S.W.A.T, CIA & local NOPD guarding the entire hotel and airspace above for the duration of their stay. Overall, we were thrilled our Scottsdale Chapter could allow us the opportunity to attend such a great event!!!



Our Nov. 10th Luncheon with Guest Speaker, Michael Conway, AZ Geological Survey & Sponsors, Jenny Werner of First Arizona Title & Jon & Dana Kichen, Desert Sage Seminars



Michael Conway joined the Arizona Geological Survey in 2007 as chief of new Geologic Extension Service. Prior to that time, he was a professor at Arizona Western College Geosciences Department from 1997 through 2007. Michael was a research scientist at the Center for Nuclear Waste Regulatory Analysis in San Antonio, Texas from 1995 to 1997. Previously, Michael did a Post-doc in volcanic processes of basaltic cinder cones at the Florida International University from 1993 to 1995.

Michael specializes in volcanic processes and geologic hazards of basaltic volcanic fields. He received his PH.D. in geology at Michigan Tech University in Houghton, MI. in 1993. He can be reached at <http://www.AZGS.AZ.GOV>.



Michael Conway
AZ Geological Survey

New Members

The Scottsdale Local Chapter of the Women's Council of REALTORS® is proud to welcome the following new members joining during this quarter:

Donna Barker

US Bank Home Loans

Jennifer Ennis

DHI title

Susan Zweig

Arizona Lodging Experts

Shar Banerjee

Community First Insurance

Holly Thompson

Joan Saxton

Prudential AZ Properties

Shari Campos

Prudential American

WELCOME!!

Also, thank you to our Non-Member Guests. We look forward to see you get involved within the Scottsdale Women's Council of REALTORS®.



LOOK FOR US ON FACEBOOK!

PLEASE SUPPORT OUR 2010 AFFILIATE SPONSORS

GOLD

US Title Agency - Carrie
McNichols

American Nat'l Insurance-
Debra Ewing

Homes & Land Magazine -
Aaron Dias



On Dec. 1, members of local chapters across the State of Arizona met in Scottsdale for the annual meeting, installation of 2011 State Board Members as well as Break Out Sessions for Local Chapter Leaders, past & future, leadership & business development seminars and networking. As a first time attendee to a State Event, writes Lyn Trayte, President Elect for 2011, it was amazing to me to see the enthusiasm and commitment that the State Chapter leaders have for the organization and the length of time most have been involved.



National President, Margo Willis was a joy to meet and a very motivating speaker and WCR cheerleader. It was great to get to know her and absorb some of her enthusiasm. 2011 is the 50th anniversary of WCR so the theme for the 3 day event was the 50's. Thursday night's installation banquet had the majority of the attendees dress up in 50's garb, socialize to the sounds of 50's music playing on the jukebox, and ending the evening with ice cream sundaes & be-bopping around the convention center, after an enjoyable celebration of the 2010 year, the installation of the 2011 State officers & Local Chapter presidents, and the recognition of service awards to our own Scottsdale Chapter members, **Holly Eslinger & Cindy Ready**. Also, Congratulations to **Becky Fowler** who was installed as State Treasurer for 2011. We are so proud of the representation from our Chapter & it's members!!!

Our Dec. 15th Holiday Party & Installation of 2011 Officers



About 50 members & guests gathered at the Scottsdale Conference Center on Wed., Dec. 15th to honor our 2010 Executive Board Members, chapter award winners & swear in our 2011 Board.

A silent auction of various wrapped bottles, mystery & otherwise, as well as white elephant gifts and used jewelry sales brought in over \$900 towards the 2011 operating

Our **Queen of Hearts Raffle**, which also included additional raffle prizes such as various business and wine books, ongoing education classes and a 2 hour facial, also contributing to the total proceeds.



Becky awarded individual **Chapter Awards** to two Affiliate Members, Lisa Cline Davis, from Galaxy Lending Group & Lauri Wrigley, from First American Title and Realtor Member, Lyn Trayte, from Realty Executives, for their commitment and participation in the 2010 year.

Galaxy Lending Group

— Lisa Cline Davis

First American Title

Insurance — Janette Waller

Mutual of Omaha - Brian

Cantrall

SILVER

AJF Engineering - Sharon

Wolf-Furhman

Service One Home

Warranty — Shelley Carr

Great American Title

Agency - Dawn McAuley

Luxury Home Magazine -

Denise Gullickson

First Arizona Title — Jenny

Werner

WJ Bradley Mortgage

Capital Corp - Susan Bender

Ross

Desert Sage Seminars -

Dana Kichen

American Home Guardian

- Ryan Mandley

We, at The Scottsdale Area Chapter of **WOMEN'S COUNCIL OF REALTORS** are proud of our Annual Sponsor Program! It is open to all of our National REALTORS, National Affiliates and our Local Affiliates. The program was designed to provide recognition for our Affiliates (Local and National) and our REALTORS who contribute to and participate in WCR. It is important to acknowledge individuals and companies that support our organization while also recognizing those who assist with our operating fund. We believe this program does both. We are very excited about this program and hope you will encourage individuals and organizations interested in the Scottsdale Area Chapter of the **WOMEN'S COUNCIL OF REALTORS** to consider becoming a Sponsor. You may even want to become one yourself!!

Several past presidents, including 2010 AAR President, Holly Eslinger, participated in the installation of the 2011 Chapter Governing Board: **President** — Sandy Lunsford, **President Elect** — Lyn Trayte, **V.P. of Membership** — Rosi Khazoom, **Secretary** — Carrie McNichols, & **Treasurer**, Shari Campos. Congratulations to all. 2011 should be a FANTASTIC year!!!



If any chapter member wishes to be more involved, there are many other committee chairman positions available. These positions also would involve membership on the Board and attendance at monthly board meetings. Please contact Sandy Lunsford at sandylunsford@msn.com if you would like more information.

Chapter Scholarship Fund

Make 2011 your year to obtain one of your designations. Remember to submit your application for Scholarship as you take the classes for your designation. You do not need to have the Certificate just the designation class & receipt as you progress for your designation. Our local Chapter will reimburse \$100 for a class twice during the year and Arizona State WCR will also award \$100 for a class or a State Event. Call your scholarship chair if you have any questions. Remember you must attend at least half the monthly meetings and participate on a committee to be eligible for Scholarship money. Visit our web site www.ScottsdaleWCR.com for more information.



Cheryl Bouwens receives \$100 check from **Sue Barnes**, 2010 Scholarship Chairman towards her GRI designation

MEET YOUR NEW MEMBERS



Caroline Harbeck Farkus

Rock Realty, LLC

Being Owner/Broker for boutique real estate brokerage, ROCK Realty, LLC for the last three years has been a wonderful challenge in this crazy market! I have over 20 years of Real Estate experience beginning with owning, selling, and renovating rentals in California and then moving to Arizona in 2000. ROCK Realty currently has 10 agents with over \$8M in sales closed in 2010. We have high goals for next year!

I really enjoy helping people in every aspect of real estate. I not only enjoy helping clients buy/sell their dream homes or investments but also love helping agents/brokers be the best that they can be in reaching goals they might not have thought possible!

Shari Campos moved to Arizona from Southern California in 1986 where she and her husband raised their 2 children. They also lived and worked for 5 years in Valencia, Venezuela. She has been a Realtor with Prudential American Associates since 2005. Being a small business owner prior to her Real Estate Career has prepared her for the role as Treasurer for the WCR and she looks forward to a wonderful productive year.



Shari Campos
Prudential American



5 O'Clock Somewhere Social

Due to the Masquerade Fashion Show on Oct. 29th, there was no 5 O'Clock Somewhere in October.

*Thank you for
Joining us on Nov.
17th at **Blanco** in*

*The Borgata on
Scottsdale Rd. For more
information or menus, visit their
website :*

www.foxrc.com/blanco.html



*Due to the Holiday Party &
Installation of Officers on Dec. 15th,
there will be no 5 O'Clock
Somewhere in December*

*For ideas for any future venues for
this
great socializing & networking
opportunity please contact
Connie Johnson at
conniejohnson90@hotmail.com*



Installation of SAAR 2011 Board of Directors

December 14, 2010



At an installation dinner at Starfire Country Club, Chapter members **Sue Barnes, Becky Fowler & Paula Serven** were installed as 2011 SAAR Board of Directors. This will be Becky's 1st year on the Board, Sue's 2nd year as a Board member and Paula's 2nd year as Board President. Michelle Lind officiated at the installation and Bob Peirce, CEO of SAAR was the host. The 2011 Executive Board for Scottsdale WCR was also installed by Past President & 2010 AAR President, Holly Eslinger.

DISCOVER THE WCR DIFFERENCE

At the Women's Council of REALTORS®, when our members invest their valuable time with us, we know they expect that investment to pay off. That's why WCR delivers the kinds of information, resources and networking opportunities that help our members stay on top and out front of the Real Estate business. Join us, and you'll discover an environment that makes the most of your skills, talents and ambitions, a community that both supports and encourages your success. In short, you'll find the place where it all comes together

New Video: Check out our [new marketing video](#), which touches on the many benefits of our membership experience. In our previous marketing video, we challenged our audience with the question "Are you ready?" We believe as we enter 2011 and beyond, it's time to answer that question - and do it with conviction, commitment and an infectious enthusiasm!



Women's Council Today

Today Women's Council is a nationwide community of 16,000 real estate professionals who include many of the best and brightest in the business. The backbone of WCR is its network of more than 300 local and state chapters with volunteer managers trained to position their groups as a business resource in their REALTOR® communities.

Today, WCR is the twelfth largest U.S. women's professional organization and has one of the most successful communication networks in the NAR family. Chapters include real estate professionals who support the objectives of WCR and are interested in serving the industry, the community and fellow REALTORS®. For more on WCR's membership benefits, please [click here](#).

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