

Governor Betty Barbour's Report From Washington DC Midyear Conference May 17-20 2007

Meetings Attended:

Outreach and Influence Forum :

Speaker: Kathy Spillar, Editor of Ms. Magazine and Executive Vice President, the Feminist Majority Foundation, Los Angeles, Ca.

Here were some statistics she quoted:

47% Women in the entire work force

54% Women in NAR

32% of NAR are women in Leadership positions

16% Women in the State Legislative Offices

In Law Schools – 50% Women in law school. 16% Women are Partners in Law Firms

In California: Men are twice as likely to hold Broker Licenses. Men are three times likely to be Broker/Owner

You need to look at the gender balance in any organization or committee. Try to influence more women to get involved so we can balance out this.

You need to get involved not only with WCR but with your community and local government offices. You can tap into RPAC and many committees at the national level.

There was discussion about bringing back Public Speaking and Robert Rules classes for members to learn how to come across with the right words to say and to say in an orderly fashion.

One suggestion was made to help bring your Local Top Producer to WCR – offer free membership than tap into her/him pulls.

The next Business Summit for 2008 will be about Women's Power & Influence. The following were suggestions for this forum as speakers:

1. Oprah!
2. Someone from Toastmasters
3. Panel Discussion- Past & Present NAR Presidents
4. Women who are CEO's from large corporations
5. How to Reach out to the youth coming up!

How to Identify & Develop Local Chapter Presidents

First on the agenda was Identification:

1. At your chapter meetings keep your eyes open for members who are anxious.
2. Look for members who are active in Community Organizations
 - A. Rotary, Chamber of Commerce, Civic organizations, Charities
3. Top Producers
4. CRS – Cross Cultural
5. Toastmasters

Mentoring

1. Create as many chairs as possible.
2. Meet & Greet – Great for past officers
3. You need to invite them back – someone to send a personal note
4. If they come back – ask them to do a small job (pass out flyers, make copies, Do the pledge)

Other Suggestions:

1. Do a quarterly member orientation – Could be Breakfasts, at a Cocktail Party or someone's house. There was one on a member's boat.
2. Free luncheon for 1st time attendee.
3. State Chapter pays up to 3 rooms for National Conventions
4. Free Membership for your EA & Board President
5. Put new members in Newsletter
6. Publish the names of new members in your local Board Newsletter

Member BIO Survey

1. Ask what they expect to get out of WCR

Remember, “*The Task is to Ask*” - One on One Invitation

Techniques for Tapping those untapped Sponsors

Number one thing – you need someone good at smoozing!

Doing what you know will not work – To succeed Think Big – Limitless Thinking

To obtain sponsors you need to start in August, September and October before your year starts

Invite your sponsors to come a little early, that way they will be able to talk with the members one on one. Introduce your sponsors separately.

What information do sponsors want to know:

1. How many members?
2. Attendance at meetings
3. Fan Passion
4. Are members loyal to sponsors
5. Is your chapter growing
6. Internal Feedback
7. Print Media Analysis
8. Send Out Post Event Report
9. Sponsor Survey – Ask them have we delivered what we promised

Other Suggestions:

1. On the State Level – Have the sponsor have a power point presentation going on Before and after the meetings.
2. Call them partners instead of sponsors
3. Private Cocktail party for sponsors
4. Sponsor to be a greeter before & after the events
5. email copy of all business cards of attendees after the meetings
6. Send out “Save The Day Reminders” – postcards w/sponsor’s name on it.

Think Out of the Box:

Larger Companies: Example – Hallmark, KFC, Little Ceasars, Dominos, CVS, Kinkos, Karmnos, The Piston Organization, The Lions Organization , or any sports organization.