

From the President's Desk

From May 17th -20th I attended the WCR Programs held in conjunction with the National Association of Realtors® Midyear Meetings. The days were packed with information on changes in WCR at the national level as well as with updates from NAR on issues important to the real estate industry.

While in Washington I was invited to be part of the Leadership Development Strategic Forum. The focus of this forum was to identify who our volunteers are and to figure out ways to utilize their talents in a manner where they may grow personally and professionally. Identifying their attributes is paramount for us to help them become the leaders of the future for our organization. Currently Americans between the ages of 25 and 54 is the largest age group to volunteer. Of this age group, 54% of the volunteers are women. Important things to foster good volunteers: 1) give them manageable tasks 2) be sure the task matches their interest 3) clearly explain why the task is necessary 4) give them a reasonable deadline 5) give them the tools necessary to complete the task 6) follow-up with them to be sure the task is completed on time 7) allow them to provide feedback on the task procedure, and 8) be sure to give them adequate recognition or rewards for their work. The forum went on to explain the importance of the “Gen Y’ers” to volunteerism. This age group is a group that wants to make a difference. The other age group that is important to recognize is those in the “Second Middle Age”. This group is usually 60-80 years old and often just started a new career in their late 50’s.

Highlights of our Region 2 Meeting focused on the upcoming Regional Conference at Eaglewood Resort in Illinois and on the proposed changes to the national bylaws. At this point the registrations and the sponsors for the conference were down from previous years. Cecelia Klinowski, our Region 2 Vice President, reported on her plans for the event. She is hoping for many more registrations soon. As for the bylaws changes, most members of our region were opposed to passage of the new national bylaws as they stood. Mary Raysa from Ohio did a wonderful power point presentation on how the changes could affect our organization. Barbara Lach, past national president from Ohio, was very instrumental in presenting a case for why the proposal needed more work before it was brought to the members. As a result of the hard work of these ladies and many others, the national governing board chose to send the proposed changes back to committee for further research. The bylaws changes as revised will be brought back again in November at our meetings in Las Vegas.

At the awards banquet Michigan chapters came away winners. I am very proud to announce that our Western Michigan Chapter won a First Place National Recruitment Award. The Greater Lansing, Livingston, and _____ chapters also won awards for _____. It is with great pride that I see these chapters doing so well.

There were several learning labs available to any WCR members. I find these labs to be very helpful in keeping me focused on bettering myself in my business. The insider tips

on technology are particularly helpful to me as that is one of my weaker areas. I was fortunate to be able to attend a session with Amy Chorew of Matthew Ferrara Seminars on Multimedia Marketing and also one with Rosemary Mahoney on Finding New Sources of Sponsorships. Both of these sessions were packed with useful information to help in my business and in WCR. Members who have not had the opportunity to experience WCR benefits at this level have missed an important aspect of what WCR has to offer. I encourage all of your chapters to try to help as many of your members as possible to attend these national meetings. If they attend once, they will be back and they will become your future leaders.