

# The Informant

ROCHESTER, NY CHAPTER



*America's Largest Chapter since 2003*

Summer 2010

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## Upcoming Events...

7/22	Multi-Cultural Communications - Rochester Yacht Club - Breakfast, PEP Pass
8/5	Sponsor Appreciation - Midvale CC - 5:00 pm - 8:00 pm
9/23	100 Years of Real Estate in Rochester with Special Guest Judith Lank - Casa Larga - 10 am - 2 pm

## PRESIDENT'S CORNER

This is going to be a banner year for our Chapter! We just returned from Washington, D.C. where our chapter officers attended the Women's Council National Conference. The Rochester Chapter received the Gold Chapter Excellence Award as well as first place in the mega chapter category for recruiting the most members between Jan 1-March 31, 2010.

***... working to expand  
our horizons, for not  
only next year but  
years to come...***

We have been working feverishly to provide the best events, education and opportunities for you. The Governing Board and committees are working to expand our horizons, not only for next year but years to come, with a true vision of what it takes to grow and succeed in offering our members the most value for their membership dollars.

Soon a survey will be going out to the membership asking for your opinions and ideas; we encourage you to please take a moment to respond. Our mission is to prove, beyond a shadow of a doubt, that your Women's Council membership is without question essential to your business and

success. Aware of the economic times we are experiencing, we have already taken steps to make sure our members will continue to grow with us.

One small example is that we have contracted with Terry Watson, this year's NAR Midyear Keynote Speaker, for our September 2011 educational event. He brings new ideas and fresh approaches to the real estate business every time he speaks. We are going "outside the box" to keep you on the cutting edge of what it takes to flourish and not just survive in business. In this newsletter you will find numerous examples of planned events and achievements accomplished. Please take the time to read it and see why your Rochester Chapter is nationally considered the "Gold" standard for results.

Respectfully Yours,

*Debbie*

Debbie Weidert, ABR, CRS, GRI  
2010 Rochester Chapter President



**Deborah Weidert**  
2010 Chapter  
President

## 2009 WCR Officers



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### The Informant

is published four times a year and is the official newsletter of the Rochester Chapter of the Women's Council of REALTORS®.

Articles, photographs, advertising and/or questions may be directed to

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[ckd21@frontiernet.net](mailto:ckd21@frontiernet.net)

# INTERESTED IN LEADERSHIP? LOOK AT THE REWARDS!

In September, we will be voting to select the 2011 slate of officers. I thought this would be a good time to give you some background on the benefits and expectations of the various offices. Our chapter is being recognized across the country for having the highest standards, which relates directly to the great talent pool in our membership.

These are our chapter officer positions:

### PRESIDENT:

The President prepares the agenda for and chairs the monthly Governing Board meetings; leads the monthly membership programs; helps the team establish the program schedule for the year; provides communication to the state and national level; appoints committee chairs subject to the approval of the Governing Board; attends state, regional and national meetings; is a voting Director of GRAR. Not voted in, the President Elect automatically assumes this position. Hours/month spent: 15-25

### PRESIDENT-ELECT:

The President Elect is responsible for preparing and executing the monthly programs; attends monthly Governing Board meetings; is a member of the education & program committee; attends state, regional and national meetings. Hours/Month spent: 15-20

Skills needed:

1. Experience as a Governing Board member preferred
2. Good communication and organizational skills
3. Effective e-mail communication
4. MUST be willing & able to attend national Leadership Academy

training held in Chicago first weekend of August

5. Willingness to attend state, regional & national meetings



**Linda Wilson**  
Nominating  
Committee  
Chair

### VP NATIONAL MEMBERS:

This officer oversees the recruiting of new members during the national recruitment campaign Jan-March; helps co-ordinate the New Member Orientation, currently held 4x/yr; keeps the membership database up-to-date; attends monthly Governing Board meetings and recruits non-member guests at monthly meetings; in the recent past, this office has been a 2-year term. The "bulk" of the work in this office comes during the slower time of the real estate market, November through March. Hours/ Month spent: 8-10

Skills needed:

1. Good communication and organizational skills
2. Good interpersonal skills for recruiting/retaining members
3. Working knowledge of a database software, such as Excel, Top Producer, Outlook
4. Effective e-mail communication
5. Willingness to attend state, regional & national meetings

### VP SPONSORS & AFFILIATES:

The Rochester Chapter created this office in 2003 to better serve our sponsors and affiliates. The officer is responsible for the yearly affiliate

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## 2010 Board Members

### Sponsor/Affiliate Member Relations

Anne Marie Carroll (585) 377-3665  
[annie@acostavs.com](mailto:annie@acostavs.com)

### Membership Development

Kathy Dexter (585) 671-5180  
[kdexter@nothnagle.com](mailto:kdexter@nothnagle.com)

### Strategic Planning

Mary Jane Mahon (585) 218-6817  
[mj@mjsells.com](mailto:mj@mjsells.com)

### Fashion Show/Auction

Sharlene Nally (585) 733-0831  
[Sharlene.nally@BankofAmerica.com](mailto:Sharlene.nally@BankofAmerica.com)

### Communications

Michael O'Connor (585) 415-2176  
[MikeOConnor@MikeOOnline.com](mailto:MikeOConnor@MikeOOnline.com)

### Past President Select

Margret Roberts (585) 233-7199  
[Margret@MargretRoberts.com](mailto:Margret@MargretRoberts.com)

### National Members

Janet Romano (585) 594-4333  
[JRomano@nothnagle.com](mailto:JRomano@nothnagle.com)

### Finance Chair

Judith Rynne (585) 262-3277  
[judyrynnne@rynnemurphy.com](mailto:judyrynnne@rynnemurphy.com)

### President Elect

Maureen Toombs (585) 389-1031  
[MLTHomes@rochester.rr.com](mailto:MLTHomes@rochester.rr.com)

### Education and Programs Chair

Lisa Wasson (585) 362-8928  
[lisawasson@kw.com](mailto:lisawasson@kw.com)

## Interested in Leadership? *continued from page 2*

dues billing; recruiting and being the primary contact for our sponsors; keeps the database of Affiliates and Sponsors current; attends monthly Governing Board meetings; schedules sponsor talks at membership meetings. Hours/Month spent: 5-7

Skills needed:

1. Good communication and organizational skills
2. Good interpersonal skills for recruiting/retaining members
3. Working knowledge of a database software, such as Excel, Top Producer, Outlook
4. Effective e-mail communication
5. Willingness to attend state, regional & national meetings

### FINANCIAL SECRETARY/ TREASURER:

Keeps financial records, makes deposits, pays bills, reconciles the account with another Governing Board member; is a member of the budget & finance committee; attends monthly Governing Board meetings and membership meetings. Hours/Month spent: 5-7

Skills needed:

1. Good communication and organizational skills
2. Working knowledge of a financial software such as Quicken
3. Effective e-mail communication
4. Willingness to attend state, regional & national meetings

### RECORDING SECRETARY:

Takes minutes at Governing Board meetings and at our “wrap-up” sessions when we go to national meetings. Hours/Month spent: 4-7

Skills needed:

1. Good language and grammar skills
2. Word processing skills

3. Effective e-mail communication
4. Willingness to attend state, regional & national meetings

How YOU benefit in return for volunteering your time and talent:

- Paid travel, including conference registration and airfare to the Mid-Year conference (3-4 days), in Washington, DC and National Convention (3-4 days), 2010 New Orleans, 2011 Anaheim CA, 2012 Orlando FL
- Paid travel to the State Orientation (1.5 days, Oct./Albany)
- Meal & taxi stipend \$ 80/day
- Paid hotel, double occupancy; if you prefer a single room, you pay the difference
- Invaluable leadership experience
- Great networking opportunities at the state, regional and national level – think referrals!
- Opportunity to attend great workshops out-of-town that help you grow your business
- Enhance your personal and business life by meeting more people, making new friends!

Feel free to ask any current or past officer how their involvement in WCR has rewarded them in excess of their commitment! We promise you a fun and rewarding experience!

WHETHER YOU ARE A LONG-TIME MEMBER OR NEW TO THE ORGANIZATION, IF YOU ARE INTERESTED OR WANT TO RECOMMEND SOMEONE TO BE CONSIDERED, PLEASE CONTACT OUR NOMINATING CHAIR, LINDA WILSON AT 461-6320 OR [LWILSON@NOTHNAGLE.COM](mailto:LWILSON@NOTHNAGLE.COM)



# SAVE THE DATE!!

**The Art of Influence and Persuasion**  
*5 Things they don't teach you in real estate school.*

**Thursday, July 22, 2010**

**Rochester Yacht Club**

***8:30 a.m. Registration***  
***Networking and Breakfast***

***9:00 a.m. Program begins! Come join us and learn why***  
***the right words can make a difference !!!***



***Reinhart Brucker***

- Professionally serving the Greater Rochester, NY residential, commercial, investment, luxury and waterfront real estate markets since 1977.
  - Chairman of the Board of Directors for the Greater Rochester Association of Realtors 2001-2002
  - NYS Instructor of new and existing Real Estate agents
  - 2003 Realtor of the Year
- He is also:
- Joyously Married & Father of Five.
  - Hobbies include Music Performance, Positive Humor, Photography, Jogging(good), Tennis (average),Golf (worse),
  - Classic cars, Travel, Local History, Professional Speaking to youth on Self-Empowerment Issues, and spoiling his wife.

***A special thank you to this month's sponsor:***  
***George Schell Jr., Esq.***



*\*This is a PEP pass event.*

# WASHINGTON D.C. MID-YEAR CONFERENCE V.P. NATIONAL MEMBERSHIP



**Janet Romano**  
VP Membership  
National Members

This year's trip to Washington D.C. was exciting to me as it was my first mid-year conference, and I did not know what to expect! The conference was held two blocks from the White House, and within walking distance of many famous historic sites.

Our classes were very informative, and I especially liked the two Strategic Forums that I attended: "Member Networking" about better social networking strategies, and "Outreach and Influence" which informed members of the importance of our RPAC. I attended as many educational sessions, strategic forums and executive meetings (including the National WCR Governing Board Assembly) as time would allow.

On Friday night, we attended the National Womens' Council Of Realtors Awards Banquet, a formal affair in which our local Rochester Chapter once again retained our title as Number ONE in the Nation for Membership and Size! As our group of officers went up on stage and collected our \$500.00 check, I thought of how hard our

Membership Chair, Kathy Dexter and each member of our Membership Committee worked, volunteering their time making calls, talking to peers to make this happen! I am so proud of all of you! Thank you for all the time you continue to invest. If anyone is interested in joining out committee, please contact me with any questions you may have!

*Janet*

Janet Roman  
2010 VP of Membership,  
National Members



## Thank you to our Newsletter Sponsors

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# Women's Council of Realtors

Thursday, August 5, 2010

Time: 5:00 to 8:00 pm



*Sponsor Appreciation  
and Networking Night at  
Midvale Country Club*



# Save the Date!

# JOIN US IN NEW ORLEANS!

2010 WCR Rochester Chapter Essay Contest



Never been to New Orleans? The WCR Rochester chapter will take the lucky winner to the National WCR conference November 3-7, 2010.

**The winner will receive:**

- Registration at the conference, including attendance at workshops, seminars and inaugural celebration
- Round trip coach airfare Rochester – New Orleans
- Transportation to/from airport to hotel
- Hotel accommodation & meal stipend

(Check out [www.wcr.org](http://www.wcr.org) for more conference info!)

**Who will win?**

The WCR Board /Rochester will select a current WCR member to join Rochester’s officers in New Orleans from applications submitted in the form of an essay (no more than 1 page) explaining how you will personally benefit from attending the national conference and how our chapter will benefit as well. Your past WCR experience will be taken into consideration as well as relevant professional and community involvement.



**Maureen Tombs**  
2010 President Elect

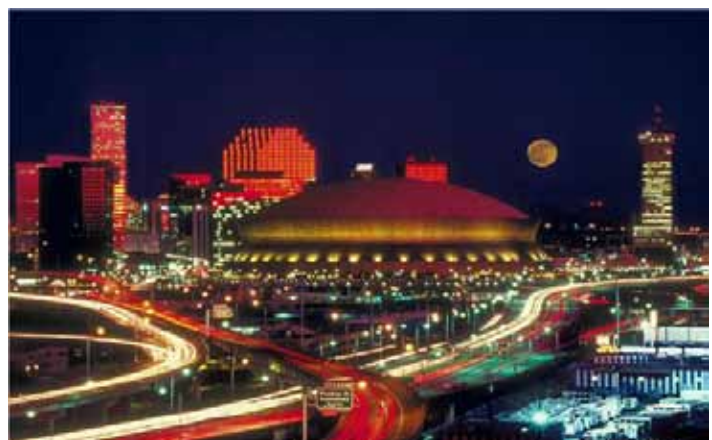
**What will I have to do if I win?**

Attend the workshops and seminars in New Orleans, have lots of fun and write an article about your experience for our WCR newsletter. Of course, we’d also love to see you actively involved on WCR committees using the skills you’ve learned from your trip!

If you have a serious interest in Women’s Council of REALTORS® and joining us in New Orleans, write your essay now and submit by **AUGUST 15TH!**

**Submit by e-mail to Maureen Tombs at [mlthomes@rochester.rr.com](mailto:mlthomes@rochester.rr.com)**

*Maureen*  
Maureen Tombs  
2010 President Elect



# NEW YORK STATE ASSOCIATION OF REALTORS INC. - [www.NYSAR.com](http://www.NYSAR.com)



**Linda Wilson**  
2010 NYSAR  
Board Member

## What is NYSAR?

NYSAR is made up of 54,000 Realtor members. Its purpose is to help Realtors become educated and more successful offering Lobbying and Advocacy. They review important legislative issues affecting our industry. They protect you from unethical behavior by providing a Code of Ethics and training.

## (RPAC) The Realtors Political Action Committee

Advocates at the state Capitol for your best interest to enforce positive legislation and defeat legislation that negatively affects you and the industry.

NYSAR offers a free legal hot line (518-436-9727) for information on issues relating to the Real estate practice and offer Risk Management resources.

NYSAR offers professional designations that Realtors need to stand out in today's market.

They are a great Resource for networking, education and information from their NYSAR.com web site to the New York State Realtor magazine, E-newsletters, and Webinars. NYSAR keeps you informed with breaking news in the industry and association issues offering technology resources to help you make smart business decisions providing hundreds of valuable tools for free.

NYSAR offers money saving discount programs for members including health & dental insurance, errors & Omissions Insurance, Energy solutions from Energy Plus. You also get an extra 10% discount at NAR's Realtor.org store.

I encourage everyone to get involved. NYSAR has over 25 committees that are available for members to serve on or you can actively participate in lobbying activities.

The next NYSAR Fall business meeting is September 12-15, 2010 in Rye Brook, New York.

*Linda*

Linda J. Wilson  
2010 NYSAR Board of Directors

# WE'RE ON FACEBOOK!

Go to [WCR.Org](http://WCR.Org)'s message board  
and Blog your thoughts and comments!

## “SAVE THE DATE”

### Women’s Council of REALTORS; 100 Years of Real Estate in Rochester

When; Thursday, September 23, Luncheon 10am – 2pm  
advance ticket sales available soon.

Description: Women’s Council of REALTORS® is proud to present Nationally syndicated newspaper columnist Edith

Lank, September 23rd, 2010 at Casa Larga Vineyards and Winery celebrating 100 years of real estate in Rochester along with a panel of real estate experts in the real estate industry for 30+ years.



Edith Lank is an author and advice columnist living in Rochester, NY. One of Edith’s many books used by the Real Estate Association since the 1980s – “Modern Real Estate Practice in New York” provides practical advice for real estate transactions, REALTORS®,

attorneys, banks, mortgage representatives, buyers, sellers and more. She has also authored or co-authored many other books, including several realty texts. Due to her award-winning real estate advice column, which is a syndicated version of the column and that it currently appears in more than 100 papers, USA Today dubbed her the Dear Abby of real estate. She has appeared on television and public radio. Edith is also an avid Jane Austen collector, with hundreds

of editions, and a member of the international Jane Austen Society. She is a scuba diver, a member of Phi Beta Kappa and is listed in WHO’S WHO.

Since 1976 Edith Lank has sent thousands of reader’s individual answers to their real estate questions - “mostly via e-mail these days.” “I write,” she says, “not about the big picture but about the small - whatever concerns the individual home buyer, seller, small investor, tenant or landlord. I answer every letter, and I always treat names or email addresses I receive with complete privacy.” Her nationally-syndicated real estate column has won awards for journalistic excellence and consumer education from the National Association of Real Estate Editors, the Real Estate Educators Association, the Mortgage Bankers Association and she has appeared on CNN.

## Excerpts from Edith’s book “Letters I Couldn’t Print”

“**Dear Ms. Lank:** Please tell us how to sell our house without the help of a realator (that’s how they spelled it). I think you call it being an F SOB...”

“**Dear Edith:** I know I can have \$250,000 when I sell my home with no income tax, but I would like to know does a broker charge commission on the full sale price or after the \$250,000 is deducted. Thanking you, Yours truly -- L.U.”

“**Dear Ms. Lank:** Would you please write and tell us what to do about a lean on our property. -- A.B.”

**Answer:** Prop the place up with a 2 x 4 and call an engineer.”

“**Dear Mrs. Lank,** in last Sunday’s paper there was a picture of a blue sofa on page 11b. My daughter has been looking for a sofa just like that for a long time. Please send me price, who makes it and all details. Is it available in corduroy? -- M.F.”

“**Dear Edith:** According to my grandfather’s will, his assets were to be distributed as follows: 1/2 to my mother, 1/3 to my sister, 1/3 to me, and 1/3 to be divided among his 5 grandchildren...”

“**Dear Mrs. Lank,** I have 5 imps who want my house when I croak. Please advise...”

“...would my two children have trouble selling this property when I become an angel? -- Mrs. M.V.”

“**Dear Edith:** Does St. Joseph also help with the sale of condos? If so, can I bury him on common property or does he go in a flowerpot in my unit? If I do use the courtyard, is he buried in the back of my unit or the whole complex? If so, do I need Board approval? --- (Signed by the Education Director of a large Association of Realtors --an out-of-town one, not ours)”

Tickets and pricing to be announced by August.

All responses to Maureen Toombs WCR President Elect 2010 mlthomes@rochester.rr.com

# “PHEW” WHERE DID THIS SIX MONTHS GO!

Anything that stimulates activity for real estate is good. And the tax credit program definitely got people out and looking and subsequently purchasing homes! There is no doubt that houses were bought over the winter months, contracted before 4/30/10, etc. with this program offering the push.

Except for the military extension for the tax credit for another year, the vast majority of the credit “boom” is behind us. That is both “Good and Bad”. Good in that we knew it could not last; but Bad in that many of us don’t know what that will mean to the volume of activity going forward. As I write this article, we’re not yet through June, so I am sure our attorney friends and colleagues are scrambling to get everyone closed by June 30 (then they can say “PHEW”). As appraisers, we definitely will enjoy more closings for recent sales which the lenders want for substantiation of value opinions. I expect the list of closings for the last several weeks in June to be quite impressive.

The next several months will prove interesting as we settle into more of a traditional pattern. Summer months tend to be moderately active as weather is still good for looking at properties and the early summer contracts can be planned for closing prior to school starting. Down side is IT’S SUMMER! Time turns to family gatherings, vacations, kids at camp, etc. I believe that September will bring more of the “settling in” effect for our area housing. The economy still impacts decisions and signs of massive activity remain scarce. Our tax burden here in New York State also dampens growth and the “move up” process for housing. Many can afford the house, but cannot afford the continued tax burden which rarely sees a downward trend. Good news on the home front, is that housing in our region never took the large upward and subsequently downward trends. SO KEEP THEM MOVING ALONG and we’ll see where we are headed for the balance of 2010 and into 2011.



**Judy Rynne**  
Vice President  
Rynne, Murphy &  
Associates, Inc.

In the April 2010 issue of our newsletter, I had 8 questions for input from you in the real estate community. I am still compiling results. You can review the past issue on the WCR web-site and would, again, welcome continued word from you to report in our fall issue of THE INFORMANT. I can tell you that it is amazing how many had the same answers for some of the questions. Must be that great minds think alike. Thanks for those of you who responded verbally, via e-mail and phone. Keep the input coming!

Wishing you all a safe and happy sun filled summer. Enjoy it, ‘cause it is way to short!



Judy Rynne is Vice President of Rynne, Murphy & Associates, Inc. a full service real estate appraisal and consultation firm. She can be reached at 262-3277; ext. 204 or via e-mail at [judyrynnemurphy.com](mailto:judyrynnemurphy.com)

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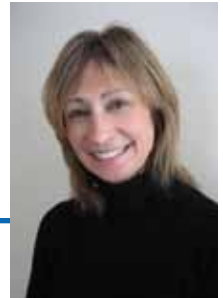
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http://www.rynnemurphy.com

# WCR 2010 GOLF SCRAMBLE

The 18<sup>th</sup> Annual WCR Golf Scramble was held on Monday June 14 at Victor Hills Golf Club. The sold out tournament was hosted by our Platinum Sponsor, CNB Mortgage Company. Our Gold Sponsors had goodies at almost every hole. The weather cooperated as it stayed dry throughout

the tournament, and the sun appeared later on during dinner. Once again, the Scramble was a huge success, and a great time was had by all.



**Cindy Moriarty**  
2010 Golf Scramble Chairperson

## The winning teams were as follows:

### Women's foursome:

- Marilyn Greenberg - Captain -- Score - 75
- Tim Ashman
- Jean Fulton
- Anne Sutton

### Men's foursome:

- Rochester Clinical Research, Gold Sponsor*
- Bruce Rumbold- Captain -- Score-62
- Will Rumbold
- Dick Kehoe
- Mark Rector

### Mixed foursome:

- Eastcap Mortgage, Gold Sponsor*
- Steve D'Amico-Captain -- Score- 64
- Laurie Jennings
- Danielle Torcello
- Tony Gallucci

## Contest holes were won by the following participants:

- Women's closest to the pin: Kim Russell - 12' 8"
- Men's closest to the pin: Tom Confer - 2' 1 3/4"
- Women's longest drive: Jaci Cannan
- Men's longest drive: Steve Benz



Women's team- Marilyn Greenberg- Captain



Men's team- Rochester Clinical Research- Bruce Rumbold-Captain

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## WCR 2010 Golf Scramble

*continued from page 9*



Mixed team- Steve D'Amico of Eastcap Mortgage-Captain

Gallo & Iacovangelo, who sponsored the Hole-In-One Contest, had no winners, yet raised a total of \$500 for WCR.

Bob Blain, of Blain Realty, won the 50/50 drawing. Bob contributed \$100.00 of his winnings back to WCR!

While food and drink was available throughout the day, the event ended with a delicious buffet dinner, served by the staff at Victor Hills. Colleen Brennan, WCR President of the Buffalo-Niagara Chapter, drove out to join us for dinner, and got some tips from our Scramble, as her WCR chapter would like to start having a Golf Scramble event by next year.

The committee wrap-up meeting will take place in the near future (To be determined). I want to thank the entire Golf Scramble Committee, past WCR President, Linda Wilson, current WCR President, Debbie Weidert, the Sponsors, Fran Blonsky of Sign Design, and the staff at Victor Hills Golf Club for making the WCR Golf Scramble a huge success!!

Respectfully submitted,

*Cindy*

Cindy Moriarty,  
Chairperson

The Informant

## 2010 FASHION SHOW EVENT TAKING SHAPE!!!

The 2010 CHARITY FASHION SHOW AND AUCTION is scheduled for Wednesday, October 13, 2010 at Locust Hill Country Club (1 p.m. to 4:30 p.m.). This highly successful event has enabled WCR to donate many thousands of dollars to charity. Our event theme for this year is "TAIL GATE PARTY". Rebecca LeClair will again be our Emcee with Music by Paul Ankin (DJ Blaze), Auctioneer Bob O'Brien (Realty USA).

Donations are a VERY IMPORTANT reason this event is hugely successful! The following are various opportunities for you and/or your firm to get involved in this year's Charity Event.

Live Auction: Valued at \$500 and above

Silent Auction: Basket Donations: \$25-\$500

Cash Donations can be made to WCR and we would be happy to have a basket ordered in your name or firm's name or purchase Live and/or Silent auction items in your name to save you time and effort!

For Donations (items, cash donations, baskets, etc.) contact:

Erin Galloway via:

e-mail: [Erin.E.Galloway@us.hsbc.com](mailto:Erin.E.Galloway@us.hsbc.com)

phone: 585/797-0334

or

HSBC Mortgage Corp (USA)

1200 Jefferson Road, Suite 100

Rochester, NY 14623

Attn: Erin Galloway

We would welcome any who would like to join this committee. You can contact this year's Chair, Sharlene Nally via (e-mail: [sharlene.nally@bankofamerica.com](mailto:sharlene.nally@bankofamerica.com) or by phone: 585-321-2912). Our next meetings are scheduled for: 9 a.m. at GRAR, 930 East Ave. on 7/20, 8/17 and 9/14.

**TICKETS WILL BE AVAILABLE SOON!**

**WATCH FOR E-MAIL BLAST!**