

## Happy Snow Fall to ALL



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## From the President's Desk

### New Year, New Beginnings, New Ideas

Are you ready? Get set, go—there are a lot of changes coming in Women's Council of REALTORS . As some of you know we have a new brand, new logo, new motto and newly designed pins.

Our Communiqué even has a **new** name. Your first issue in 2003 will be called **CONNECTIONS**.

These changes were unveiled to us at the recent convention in New Orleans. They are exciting and it is my opinion they do a great job in explaining the true reasons why Women's Council is important to each and every one of us. **WCR is the best networking connection that is available to you.**

### New Offerings in the Northland Chapter

On the local level we have many changes as well. Many of you received this newsletter via e-mail. If you have an e-mail address, yet received your newsletter via "snail mail" you received it late because we do not have your e-mail address.

Our seasoned member, Anita Skehen and Jeff Williamson: [jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com), a new affiliate member who has been a Godsend, has put this e-newsletter together along with another new and exciting feature that will be ready on January 2<sup>nd</sup>, 2003. The Kansas City (MO) Northland Chapter has it's own website.

Please check out :

<http://www.kcnorthlandwcr.org>

We welcome any information that you would like to see posted at this site to help you improve your business or just to make life easier for you. Plenty of "good stuff" is just a click away.

**Get FREE ad space.** Our chapter is now offering additional advertising space on our local website. This is FREE ad space with your purchase of an annual advertising campaign in the Newsline Newsletter.

Contact Jeff Williamson  
[jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com) for more information.

We also have a new State WCR website. Please check out: <http://www.wcrmo.org> and of course you have lots of valuable information located at our National WCR website: <http://www.wcr.org>

### Setting Goals for our Local Chapter

We have lots of goals for the year of 2003. Some members suggested e-mailing the newsletter which frees up money for other projects. Other goals include increasing our Realtor membership by 20%.

## Kansas City Northland Chapter Officers

Yvonne Parker, President,  
[yvonne@yvonneparker.com](mailto:yvonne@yvonneparker.com)

Michael Rush, President-elect,  
[mikerush@reeceandnichols.com](mailto:mikerush@reeceandnichols.com)

Carole Harris, Vice President of Membership,  
[treeladyc@yahoo.com](mailto:treeladyc@yahoo.com)

Daphne Willenborg, Secretary,  
[daphne4mk@cs.com](mailto:daphne4mk@cs.com)

Barbara Snyder, Treasurer,  
[barbara@barbarasnyder.com](mailto:barbara@barbarasnyder.com)

## Standing Committee Chairpersons

### By-Laws

Marcia Cull, [marciacull@remax.net](mailto:marciacull@remax.net)

### Programs and Education

Marcha Tietjen, [marcha@toto.net](mailto:marcha@toto.net)

### Finance & Budget

John Lindner, [jlindner@epeoples.com](mailto:jlindner@epeoples.com)

### Ways & Means

Michael Rush, President-elect,  
[mikerush@reeceandnichols.com](mailto:mikerush@reeceandnichols.com)

### Communications

Anita Skehen, [anitarealtor@realtor.com](mailto:anitarealtor@realtor.com)

### Membership

Carole Harris, [treeladyc@yahoo.com](mailto:treeladyc@yahoo.com)

### Nominating

Marcia Cull, [marciacull@remax.net](mailto:marciacull@remax.net)

### Publicity & Marketing

Janice Eimer, [jeimer@sunpublications.com](mailto:jeimer@sunpublications.com)

### Newsletter

Jeff Williamson, [jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com)

### Website

Jeff Williamson, [jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com)

## Special Committee Chairpersons

### Audit

John Lindner, [jlindner@epeoples.com](mailto:jlindner@epeoples.com)

### Political Involvement

Rue Lovett, [nickrmy@qni.com](mailto:nickrmy@qni.com)

### President's Assistant

Deanna Kurian, [dkurian@anmco.com](mailto:dkurian@anmco.com)

### Professional Standards

Steve Snook, [snook@cameron.net](mailto:snook@cameron.net)

### Reservations

Gina Presko, [tpresko@aol.com](mailto:tpresko@aol.com)

### Awards & Recognition

Sandy Maag, [sandymaag@reeceandnichols.com](mailto:sandymaag@reeceandnichols.com)

### Facility Liaison

Sunshine Coady, [coady4@kc.rr.com](mailto:coady4@kc.rr.com)

### Parliamentarian

Rue Lovett, [nickrmy@qni.com](mailto:nickrmy@qni.com)

### Hospitality

Caroyl Kelley, [bkelly799@aol.com](mailto:bkelly799@aol.com)

We want to see **great** programs that will interest, educate, and help you in your daily business practices.

We would like to see our entire education fund be used next year for any of you that desire to take **any** designation classes. It is available every year, yet rarely used. That alone would defray the cost of your membership, while at the same time improve your skills.

We would dearly love to see each and every member get involved in the day-to-day planning of events. You too can be a leader. Don't leave it up to the same "old" leaders. We all want you to "step up to the plate". We don't care if you spend 10 minutes or 1 hour a month. The more you are involved the more benefits you will reap. We don't just want your money, we want your ideas and a little bit of your time.

Come find out what you are missing and how this organization can help you in your business. The committees, which I prefer to call the "Team Leaders", are posted on page 2 of this newsletter. If an area strikes your interest or you have a particular talent in one of those areas please call the corresponding "Team Leader". I have a great "TEAM" started and I thank each one of them. Please come join us.

## WCR State Meeting Information

January 14<sup>th</sup> is our next WCR State Meeting to be in Jefferson City. It is in conjunction with the Capital Conference at the Capital Plaza Hotel. This is **your chance** to help us show our elected officials that **we care about our business**. We will have our WCR meeting from 8-12 noon. Then we will gather with the Missouri Association of Realtors® to go to the Capital to talk to the legislature about such important issues as Banking, Insurance, whether your cell phone usage will be limited, if REALTOR "No Call" will be repealed and if a Certificate of Value, Sales Price Disclosure will be

imposed. Don't miss the chance to have a voice in **your future**. The registration is on page 9 of this issue.

## A Round of Applause...

As I begin this New Year I want to thank Marcia Cull one more time for all that she has done. She will be a tough act to follow and I personally want to continue in her footsteps with as much grace as she had in the past year.

Now, they **roasted** me at the 2003 Officer Installation, which only goes to show you that it is going to be a **fun** year. That might make it a bit difficult to continue with her "grace" but I will do the best I can in that department. For those of you who missed my many hats, I can almost insure that you will see some of them at some of our meetings. It was a great day for me from beginning to end and I thank **all** who gave their time and talents to make that day the most **special** day that I have **ever** had.

Thank you and bless each and every one of you. May your holiday season be safe and happy! May your New Year bring to each of you your fondest dreams, hopes, prayers, and goals!



2003 Chapter President



## Communications Committee

### Newsletter Editor

Jeff Williamson, [jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com)

### Website

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### Publicity & Marketing

Janice Eimer, [jeimer@sunpublications.com](mailto:jeimer@sunpublications.com)

### Ways & Means

Michael Rush, [mikerush@reeceandnichols.com](mailto:mikerush@reeceandnichols.com)

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## Newsline Team

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### Advertising

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### Membership

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### Publicity & Marketing

Janice Eimer, [jeimer@sunpublications.com](mailto:jeimer@sunpublications.com)

### Letter from the President

Yvonne Parker, [yvonne@yvonneparker.com](mailto:yvonne@yvonneparker.com)

Articles and ad copies must be submitted by the 15th of each month and will be scheduled for the following issue, space permitting.

The Newsline is a monthly publication written and produced by the Kansas City Northland Chapter of WCR for the use of its current and future members.

Guest writers always welcome!

Submit ideas and articles to:

[jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com)



# Calendar of Events

**April 10, 2003**

President of the Missouri Association of Realtors - Larry Apple

**May 21, 2003**

Joint Meeting with Metro and Tri County - Stadium Club

**June 5, 2003**

Wellness Program, TBA

**July 24-26th, 2003**

Region III, Regional Meeting – Embassy Suites

**August 7, 2003**

Goofy Golf Tournament

**September 4, 2003**

Business Fair

**October 2, 2003**

Professional Standard Meeting

**November 13, 2003**

Motivational Speaker, TBA

**December 4, 2003**

Officer Installation

## *Kansas City Northland Chapter WCR*

Governing Board – 10:15 – 11:15

General Meetings – 11:30 – 1:30

All General and Governing Board Meetings to be held at Finnegan's Hall unless otherwise noted.

Governing Board will meet at 10:15 am the months of General Meetings.

NO Governing Board meeting the months of Special &/or Joint meetings unless notified.

**January 8, 2003**

Tech Talk to Help You Save Time & Money - John Mayfield

**February 6, 2003**

Questions and Answers on NEW Contract Forms - Broker's Panel

**March 6, 2003**

Motivational Speaker, TBA

## January General Meeting Program

### Tech Talk—Saving Time and Money

Presented by: John D. Mayfield

Date: January 8<sup>th</sup>, 11:30 – 1:00

Place: Finnegan's Hall in NKC

John will speak on tips and tricks to help real estate agents work “smarter, faster, and to make more money in 2003! This will not be a “how to” session but rather an idea producing talk so attendees can gather



new ideas and pick the ones they would like to set up for the coming year. John will show several new software programs for real estate agents and how he

uses them monthly in his business to make more money (and save more time.)

We will look at e-mail features, flyers, Palm™ tips and tricks and a special “high tech” idea that he believes is just around the corner (and already used by many leading technology real estate professionals) for our industry.

It should be a jam-packed thirty minutes of great new ideas and some old with a new twist that members will not want to miss.

See page 8 for registration form.

For more information on John Mayfield, visit: <http://www.mayfieldre.com>

Direct ad copy and billing inquiries to:  
Jeff Williamson, American Family  
Insurance, 816-453-2136.

For information on WCR, how to become  
a member, or to change your address  
contact:

Carole Harris, [treeladyc@yahoo.com](mailto:treeladyc@yahoo.com)  
or visit our new website at:  
[www.kcnorthlandwcr.org](http://www.kcnorthlandwcr.org).  
Coming January 2nd, 2003.

### Members in the News

If you have any items of interest that need  
to be posted on this page, please email  
them to Jeff Williamson -  
[jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com).

If you know of a member that would be  
cheered by a nice note card from the  
Chapter, please contact Caroyl Kelly,  
The Inspection Company, at 746-0003.

We had new folks join our Northland  
Chapter in December! Be sure to seek  
them out and welcome them.

- Mark Goodard  
Wells Fargo Home Mortgage
- Cathrine Carr  
Wells Fargo Home Mortgage
- Dan Pate  
Wells Fargo Home Mortgage

# The Spotlight is on You

**Bob Whitebread**  
&  
**Laurie Arbuthnot**

**E**ven as 2003 comes  
around, we still  
have people to  
honor for 2002. This  
month the Spotlight is  
on our Affiliates of the  
Year. They are Laurie  
Arbuthnot of First  
American Title and  
Bob Whitebread with  
Security Land Title.  
Women's Council is  
certainly fortunate to  
have members who are  
willing to contribute to  
our organization and we thank these two  
outstanding individuals for their efforts in  
2002.



**Laurie Arbuthnot** has been with First  
American Title for 3 ½ years as an account  
representative. Just to tell you a little about  
Laurie would take a very long time because  
she is such a busy individual with diverse  
interests. Would you believe that Laurie  
has a degree in Criminal Justice AND is a  
therapist in Youth Services AND works  
with the Northland Dependency office  
here in Kansas City. She is very dedicated  
to Northland youth.

Laurie and her husband Herman have spent  
most of their time in the Northland but



Laurie has also lived in  
Nebraska where she  
was a parole officer for  
4 years. She graduated  
from Oak Park High  
School (I won't tell you  
when because that  
would give away her  
age) and has 2 daughters, Alex and Ashley  
and a foster daughter who lives in South

Dakota. She is also the proud grandmother  
of Drake and Darcy who live in Kearney.

Just to show you how dedicated Laurie is to  
the Northland, she will be President of the  
Clay County Women's Exchange for 2003.  
For those of you who do not know Laurie,  
now is the time to meet her at our next  
meeting. We can all learn from her  
dedication to our chapter and thank her  
again for her unending contributions to  
Northland Women's Council of Realtors.

**Bob Whitebread** is our second recipient  
of the Affiliate of the Year Award for  
2002. He is the Manager for Security Land  
Title as well as handling all the marketing.

Previously he was with  
Old Republic and  
before that Ticor Title.  
Bob is from a real estate  
oriented family that is  
on both sides of the  
deal. He is married to  
Stacy Hagen who is an  
agent for Realty Executives and has two  
children, Connor who is 4 and Kayla who  
is 6 months. Not only is his wife an agent



## Vision

To be the premier organization for individual achievement in real estate.

## Mission

A community of real estate professionals creating career opportunities, promoting success strategies and inspiring leadership and individual achievement.

but his father-in-law is a builder. He told me that when they all get together they somehow get to talking about the real estate industry.

Bob grew up in Platte County and graduated from Park Hill High School. He participated in football and baseball and did quite a lot of theatre. Bob did many plays in high school as did his sisters and he told me he would like to do a play with them at some point but business and family doesn't leave much time for pulling together such a project. He attended Northwest Missouri State University and when he graduated his firefighter dad told him the best way to find what he wanted to do was to have a job and then look for something that he liked. He got a job with

Ticor Title and has been in the business ever since.

Bob has been very instrumental in helping our chapter with our fund-raising efforts. He was in charge of the Goofy Golf Tournament and from what I heard a great time was had by all who attended. He has agreed to do the same for us this year and we really appreciate his efforts in assuring a good event. If you have not had an opportunity to meet Bob our next meeting would be an excellent time to make that effort.

Congratulations to both of our Affiliates of the Year. Please keep up the good work and our chapter appreciates you.



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[Janice Eimer](#)

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(816) 468-5999

**We're here to help!**

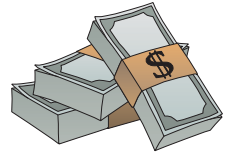
## Double the Money

Win cash prizes for both recruiting and retention in 2003. That's double the cash for your membership efforts.

New membership applications must be received by National WCR between January 1, 2003 and March 21, 2003 to be counted in the recruitment contest. Each application is worth 20 points if received by February 28, 2003 and 10 points if received between March 1 and March 21, 2003.

The prizes will be awarded to the top three chapters in each division at the Midyear Awards Dinner in Chicago. First place is

\$500, second place is \$300 and third place is \$200. Only membership applications from REALTOR members are eligible.



Our local chapter has a contest also. Anyone, including affiliates, bringing in at least three members will receive a sterling silver charm. The recruiting member must have his/her name on the new member application when it is turned in to [Carole Harris](#), Vice President of Membership.

## The New & Improved Real Estate Book!



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CELL: (816) 507-2781  
www.RealEstateBook.com

## New Forms & Contracts

You are Invited to the Forms & Contracts Class

Join members of the KCRAR Forms Committee to learn about the *New Forms and Contracts*, as well as *Quick Contracts*.

January 10, 2003  
8:30am-9:00am Breakfast  
9:00am-11:30pm Class Harrah's Casino

\$10.00 KCRAR member \$15.00 non-members

We have very limited space; please reserve your spot ASAP.

See page 10 for registration form.



**YVONNE PARKER**  
Broker - Salesperson

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**Want to help your Chapter AND get some advertising in for referrals?**

Call Jeff Williamson at (816) 453-2136  
to get information on how to place an ad in the Newslines!

R.S.V.P.

R.S.V.P.

**FAX FORM**

**FAX FORM**

You are Invited to the Joint Meeting of the Greater Kansas City WCR Chapters  
*Kansas City Northland Chapter WCR*

R.S.V.P.

R.S.V.P.

## **“Tech Talk - Saving Time & Money”**

Learn valuable computer skills to save you Time & Money!

Wednesday, January 8, 11:30 – 1:00

Finnegan’s Hall, North Kansas City

The cost is \$13.00 plus \$1.00 for the 50/50 drawing. “No-shows” will be billed.

**IT IS IMPERATIVE YOU RSVP BY THE MONDAY PRIOR TO THE MEETING!!!!**

Date: \_\_\_\_\_

FAX to: [Gina Presko](#), Farmers Insurance, 436-1718

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Number of people to attend: \_\_\_\_\_

(If any additional guests, please write in their names below.)

Additional Guests: \_\_\_\_\_

**LUNCH  
BRIEFING SESSION  
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ASSEMBLY AND  
STATEWIDE  
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OFFICIALS**

The capitol conference provides REALTORS® the opportunity to meet with their elected officials to discuss issues of importance to the real estate industry. This is your chance to make an early and positive impact by insuring that those making policy for the State of Missouri have the benefit of input from involved real estate professionals.



## Missouri Association of REALTORS® 23rd Annual Capitol Conference

January 14, 2003 · 12pm - 7pm · Capitol Plaza Hotel · Jefferson City, MO

Your Name: \_\_\_\_\_

State Contact  Yes  No Name of Elected Officials:  
 \_\_\_\_\_  
 \_\_\_\_\_

Local Board: \_\_\_\_\_

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City, State, Zip: \_\_\_\_\_

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Fax Number: \_\_\_\_\_

Dietary Needs: \_\_\_\_\_

Payment -\$25 on or before 12/20/2002 \$35 after 12/21/2002  
 Check to MAR  MASTERCARD  Discover  Visa

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

If you are an official state contact team member, you are responsible for making an appointment with your elected official. Appointments should be scheduled between 2 and 4 p.m.

Regardless of when you register, Official State Contact Team Member registration fee is \$25.00

Elected Official	Time

Mail to: Missouri Association of Realtors®, Attn: Erin Hervey, P.O. Box 1327, Columbia, MO 65205  
 or Fax: (573) 445-7865  
 Questions: (800) 403-0101 Ext. 111

Kansas City Regional Association of REALTORS®  
Missouri North Region

# Forms & Contracts Class



Join members of the KCRAR Forms Committee  
to learn about the New Forms and Contracts,  
as well as Quick Contracts.

January 10, 2003  
8:30am-9:00am Breakfast  
9:00am-11:30pm Class  
Harrah's Casino

\$10.00 KCRAR member \$15.00 non-members  
We have very limited space; please reserve your spot ASAP.

Name: \_\_\_\_\_ Guest(s): \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_ email address: \_\_\_\_\_

Payment: check  (please make checks payable to KCRAR) Visa  MC

Acct. # \_\_\_\_\_ exp date \_\_\_\_\_

Signature \_\_\_\_\_

Please fax Registration by January 5, 2003 to: (913) 498-1110 or mail to  
Kansas City Regional Association of REALTORS®  
11150 Overbrook Rd. #100, Leawood, KS 66211  
Questions please call Jennifer Strube, KCRAR (913) 498-1100 ext. 321



## **We Need Your E-mail Address!**

*The Kansas City Northland Chapter is moving towards e-mail communications. This includes notification of events, event registration, on-line newsletter, on-line roster, and a chapter website.*

*Please email your:*

*Name*

*Company*

*Whether you are an affiliate or realtor member to:*

*Jeff Williamson at: [jeff@ontopdesigns.com](mailto:jeff@ontopdesigns.com)*

**Go to your computer right now and do this!**

**IT IS VERY IMPORTANT!!**

**We want you to continue receiving your WCR information in a timely manner. Thank you!**

*Anita Skehen, 2003 Communications Team Leader*