



August 2016 Newsletter

OMAHA CHAPTER
Omaha Nebraska

State of the City Lunch with Mayor Stothert

**Register EARLY & Join
Us!**

Mayor Stothert will be taking
your questions! Don't miss
this opportunity

More Details on Page 4



**Thursday, August 11, 2016
Champions Country Club**

13800 Eagle Run Drive

11:00-11:45 am - Networking

11:45 am-1:00pm - Lunch & Program

We encourage attendees to please PRE-REGISTER by:

- **EMAIL** to Heidi Weeks at hweeks@centrisfcu.org
- **ONLINE** at www.wcromaha.com (Buy Now)
- **FACEBOOK** (Click "Join" for the WCR Omaha Business Luncheon)

WCR Leadership & Contact Information

GOVERNING BOARD OFFICERS

PRESIDENT

Crystal Archer.....402-215-5483

PRESIDENT-ELECT

Darla Bengtson.....402-676-2842

MEMBERSHIP

Katie Clemenger.....402-813-2551

REGIONAL GOVERNOR

Megan Bengtson402-740-5519

SECRETARY

Surie Legge.....402-829-6412

TREASURER

Becky Sandiland.....402-676-2167

PAST PRESIDENT

Jessica Sawyer.....402-679-8166

PARLIAMENTARIAN & BY-LAWS

Therese Wehner402-670-0101

WAYS AND MEANS CHAIR

Jen Monjaras402-200-8554

STANDING COMMITTEES

COMMUNITY SERVICE

Mary Sladek402-305-8719

EAT, DRINK, LIP SYNC CHAIR

Lori Bonnsetter402-536-0234

EAT, DRINK, LIP SYNC CO-CHAIR

Missy Turner.....402-630-9346

GOLF CHAIR

Jen Monjaras402-397-7775

GOLF CO-CHAIR

Erin Pearson402-560-4170

SCHOLARSHIP

Lindsey Krenk.....402-415-4358

HOLIDAY RECEPTION

Sue Mohr.....402-980-7219

EDUCATION CHAIR

Angel Starks402-553-5744

SPECIAL COMMITTEES

LUNCHEON RESERVATIONS

Heidi Weeks402-697-6751

COMMUNICATIONS

Kellie Konz-Wieczorek402-210-6046

PHOTOGRAPHER

Lisa Welch.....402-619-5552

TECHNOLOGY CHAIR

Laura Longo402-758-6041

DOOR PRIZES & HOSPITALITY

Laura Ousley.....402-639-8040

Thanks to all who sponsored, donated & participated at our 13th Annual WCR Golf Tournament!
What a success! We are blown away!

We'll announce all amazing the details at the August luncheon. Don't miss it!



The mission of the Women's
Council of REALTORS®

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

2016 Calendar & Upcoming Events

August

August 11th - WCR Business Meeting - Champions 11:15am-1:00pm

Speaker: Mayor Jean Stothert

Make Your Reservations [NOW!](#)

August 18th - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

September

Sept 15th - WCR Business Meeting - Champions 11:15am-1:00pm

Speaker: David Brown, Omaha Chamber of Commerce

Officer Elections

Membership Vote

Sept 22nd - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

At Your Service! We Want to Hear From You!

Did you know ...WCR has a Hospitality Committee? Laura Ousley is at your service if you know of any happenings pertaining to our WCR friends, be it joyful, serious, sad, encouraging, etc. Please contact Laura at laura@maximcr.com and she will serve as the voice of WCR to acknowledge anything that should be with cards, flowers, etc... whatever seems appropriate. If possible, share the address of the person or persons being acknowledged. Many thanks!

Also, if you have any great news to share in the newsletter, tell us all about it!





Katie Clemenger, CSP
New Home Consultant
Your Celebrity Home Representative
call/text: 402-813-2551
kclemenger@CelebrityHomesOmaha.com



CelebrityHomesOmaha.com



Omaha

Meet the Mayor

Jean Stothert



Omaha Mayor Jean Stothert is beginning her third year as mayor. Elected in 2013, she is the 51st Omaha mayor and the city's first woman to be elected to the office.

Mayor Stothert's priorities are public safety, managing the city budget, job growth and economic development and improving the taxpayer experience -- so that every citizen receives excellent customer service when they interact with city government.

In her first two years in office, Mayor Stothert has reduced the property tax rate, the first cut in 14 years. She has increased funding for the police department to hire dozens of new officers, improved city services and worked with the Omaha City Council to grow the city's population and tax base through annexation.

She believes in open, transparent government and gets the most satisfaction from helping people solve problems.

Stothert grew up in the St. Louis area and worked as a critical care nurse and later as head nurse and department head of cardiovascular surgery at St. Louis University, where she met her husband, Joe Stothert, M.D. In 1993, the Stothert family moved to Omaha from Galveston, Texas, when Dr. Stothert accepted a new position at Creighton University. Joe currently works as a trauma surgeon at the University of Nebraska Medical Center and its clinical partner, Nebraska Medicine. Jean and Joe have been married 33 years and have two children, Elizabeth and Andrew.

?? QUESTION FOR THE MAYOR??

If you would like to ask Mayor Stothert a question during our brief Q&A session, please submit them to Angel Starks (2016 Education Chair) by Wednesday, August 10th! Questions can be emailed to:

angel@nebraskarealty.com

Women's Council of
REALTORS[®]
Omaha

President's View



Changing the World with Your Talents

I was thrilled for such an outstanding turnout at our Annual Golf Event on July 7th! It was a full day of networking, fundraising, fun and golf, of course. We will be presenting our donation to Chariots 4 Hope to at our August luncheon. A very special thank you goes out to Jen Monjaras with P J Morgan Real Estate, Erin Pearson with Finance 1 and the entire Golf Committee for making it a success!

It may be hard to believe, but our leadership team is already planning for 2017. If you have thought about getting more involved or want to put your talents to use, please let us know! Our President-Elect, Darla Bengtson with Nebraska Realty would love to hear from you. If you

would like to know what positions are available, give her a call at 402-676-2842!

Our new website is ready for members to set up their log in information! Once you do this, you will be able to register for events as a member and set up your profile. This gives you the opportunity to make your profile unique and upload a recent photo. Everyone should have received an email in July with details on how to get started!

Put September 15th on your calendar! We will be electing our 2017 Officers as well as having a membership vote regarding a dues change for 2017. Our REALTOR® member dues are currently \$141, an increase to \$150 has been proposed for 2017. Our Strategic Partner dues will remain unchanged at \$150 annually.

I hope to see you all at our next luncheon on August 11th, we will have the privilege of hearing Omaha Mayor, Jean Stothert, talk about the State of the City. Please register early on our website, www.wcromaha.com. This would be the perfect time to invite a friend you think might benefit from joining WCR!

Crystal Archer
2016 WCR President
PJ Morgan Real Estate

Home • Multi-Family
Condos • Rental Properties
Auto • Life • Health • Business

- New Construction Discount!
- New Roof Discount!
- Free Flood Determinations/Quotes
- Prompt Professional Service

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Lisa Powell
(402) 614-4633
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Women's Council of
REALTORS®
Omaha

It's Time to Think Leadership



Opportunity for involvement within the Omaha Women's Council of Realtors

We are looking for members that are interested in a leadership role for the 2017 Omaha WCR Chapter and would like to hear from you.

Please contact Darla Bengtson at 402.676.2842 or Darla.bengtson@yahoo.com to learn more about these amazing opportunities!

Help grow an incredible organization while you develop both personally and professionally!

WCR Roles for 2017

Secretary	Treasurer	Education/Programming
Ways and Means	Communications Chair	Technology Chair
Community Service	Reservations	Reservations
Hospitality Chair	Scholarship Chair	Photographer
Photographer	Business Success Forum Chair	

Now is the time to get involved!

We Learn. We Build. We Give.



Our Mission:

Together we transform the lives of low-income homeowners by improving the safety and health of their homes by revitalizing their communities.

Our Vision:

Provide a safe and healthy home for every person.



Historically, our non-profit corporation began in June 1996 under the name of Christmas in April Omaha. From the modest beginnings of that year, with a budget of \$5,000, we helped 5 families needing home repairs to simply live in a safe home. In the succeeding 18 years, we have helped 1,930 families on a combined budget of over \$2,094,033.

In 2002 we changed our corporate name to Rebuilding Together Omaha to more closely align with our true mission and vision.

As we have grown we have added solid programming including a year around emergency repair program, a year around home modification program for disabled homeowners, an annual Rebuilding Day volunteer program, and a Raise the Roof repair and replacement program.

The "myinsurance" logo is at the top left, with three circular icons below it: a house, a car, and a family. The background of the advertisement is a photograph of a family (a man, a woman, and two children) looking up at a tree with yellow leaves.

Mary Sladek Agency
3930 South 147th Street; Suite 104
Omaha, NE 68144
(402) 991-6688
www.myinsuranceomaha.com

Allied Insurance
a Nationwide Insurance company

Jen@myinsuranceomaha.com Danielle@myinsuranceomaha.com MaryAnne@myinsuranceomaha.com

Presented By:

**WELLS
FARGO**



Rebuilding Together®
Omaha



OMAHA DESIGN CENTER 1502 CUMING ST. OMAHA, NE 68102

THURSDAY

SEPTEMBER 29

2016

10:30 to 11:30 a.m.

VIP Reception, Meet and Greet

Noon to 1 p.m.

Fundraising Lunch hosted

Register Online: RebuildingTogetherOmaha.org



And Our August Strategic Sponsor Is...

Monica Seybold
CBSHome Real Estate

We believe home matters most! Whether you're relocating or need a reminder of how great it is to live here or if you need any info, contact any of our area offices to get started.

www.cbshome.com

Greetings! Who Are You & What Are You Doing Here?

Name: Monica Seybold

What do you think the future of real estate looks like? Fewer "specialized" agents, each with more clients.

Why do you love being a member of WCR? Great friends and colleagues!

What is the best business tip you have been given? Measure what you want to manage.

Who got you involved in WCR? Mark Wehner, eons ago.

What is the highlight of your life? My family and time spent with them.

What is your favorite WCR Activity? Business Development Luncheons.

What do you think the secret to life is?

Where is your favorite place you've traveled? Why? South Africa . . . the best photo ops ever!

You get what you settle for until you ask for what you want.

What is a goal of yours that you want to accomplish this year? More travels in my little motorhome.



What is one local thing that you have wanted to do? Attend a College World Series ball game.

CBSHome Real Estate

August Spotlight Sponsor



The Low Down on Drones

By Scott Vogt, CEO/CBSHOME Real Estate and
Amy Duval Carlson, General Counsel/CBSHOME Real Estate

On June 21, 2016, the Federal Aviation Administration (FAA) announced the release of new rules for use of Small Unmanned Aircraft Systems ("UAS"), also known as small drones. The new rules will go into effect on August 29, 2016. While more relaxed, there are still some hoops real estate professionals and their clients must jump through before going out to take pictures. The Small UAS rules apply to the commercial use of any UAS that is less than 55lbs and continue to impose certain limitations on who, how, and when small UAS's can be operated. The Section 333 waiver requirement has been eliminated for small UAS operators, but the commercial operator of a small UAS must still comply with the following:

1. The operator must be at least 16 years old and possess a small UAS remote pilot airman certification issued by the FAA or be under the direct supervision of a person possessing a small UAS pilot certification. (this is obtained by passing an aeronautical knowledge test at an FAA approved testing center).
2. The drone must be registered with the FAA, and the certified pilot is responsible for visual and mechanical inspections of the drone to ensure it is safe each time before flight.
3. During flight the drone must always be within the line of sight of the operator and cannot travel higher than 400 feet above the ground.
4. The drone can only be operated during daylight hours.
5. The drone cannot be flown over any person that is not directly participating in the operation. Operation of a drone from a moving vehicle is prohibited unless you are in a "sparsely populated area."
6. The operator must report to the FAA within 10 days of any drone operation that resulted in serious injury, loss of consciousness or property damage of at least \$500.

Again, the use of drone technology may be a great way to advertise your clients' property. Just make sure, you, your client, or your chosen vendor are complying with these rules and considering the risks first.

WCR appreciates the great leadership and involvement of the CBSHome Real Estate Team!



Technology Talks

With Laura Longo, Technology Chair



facebook



Linked in

Social Media: Right tool, Right purpose

Using social media is not a strategy by itself; it is a tactic. In order to use social media tools most effectively, they should be an integrated part of your overall business plan – specifically, your marketing, PR and communications plans.

Social media is different from other communication tools you may already be using – it's a participatory, bank-and-forth social connection between you and your audience.

Consider these facts:

- * LinkedIn has over 350 million registered member, 2 new people join every second
- * Instagram grew by 50% between March & December 2014 & exceeded a 300 million user mark
- * YouTube is the second largest search engine in the world
- * 47% of all Internet users are on Facebook
- * 80% of Internet users on Pinterest are female
- * 90% of consumers trust peer recommendations; only 14 percent trust advertisements

Developing a Social Media Strategy

To start, consider your marketing and communications goals. Typical goals for a real estate agent might be to:

- * Increase personal brand awareness
- * Improve your reputation
- * Effectively market services to real estate buyers and sellers
- * Drive traffic to your website
- * Increase awareness of specific properties

A social media strategy:

- * Sets goals for social media marketing
- * Determines the amount of time to devote to these activities
- * Sets standards for updating sites, engaging with customers, and sharing information (and prohibits certain practices such as those that violate the NAR Code of Ethics)
- * Protects your brands and trademarks
- * Establishes processes for identifying and acting on positive and negative responses

Your social media network activity enhances skill and credentials and builds contact and opportunities for referrals.

Happy Selling!

Altes, Karen. Social Media for Real Estate Managers, IREM 2012

Advertise with WCR



WCR Newsletter Advertising Agreement 2016

Print Options

1. Business Card

2. ¼ Page

3. ½ Page

4. Full Page

Investment Per Month

\$30/month _____

\$50/month _____

\$75/month _____

\$100/month _____

Online Option

5. Feature Banner Ad

Investment Per Month

\$150/month _____

Please indicate your advertising choices above. Each option is a 12-month commitment. Payment to be prorated based on month of initiation.

Company Name: _____
Primary Contact _____
Billing Address _____
City/State/Zip: _____
Primary Phone: _____
Email Address: _____

Advertiser Signature: _____
Date: _____

Advertise with WCR



Why should you advertise in the 2016 newsletter?

- Your advertisement will be in front of over 160 members, 12 times per year
- Emailed to the entire Omaha Area Board of REALTORS® membership - over 2400 members!
- Each advertiser will receive a display table at a 2016 luncheon
- Impressive online advertising option on our new website

As always, the newsletter will keep members up to date with:

Sponsor articles
Charitable opportunities
Upcoming events
Getting to know you articles
Technology articles

Advance annual payment is due with your signed agreement.
With this advance payment, you receive a 10% discount!

Ready to get started?

Please mail or email your agreement to:

Women's Council of REALTORS®
C/O Omaha Area Board of REALTORS®
11830 Nicholas Street
Omaha, NE 68154
kellie@nebraskarealty.com