



September 2016 Newsletter

OMAHA CHAPTER
Omaha Nebraska

What The Future Holds

David Brown, Greater Omaha Chamber of Commerce

**Register EARLY &
Join Us!**

**Find out what's coming
next for Omaha!**



Thursday, September 15, 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

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PRESIDENT-ELECT

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

MEMBERSHIP

Katie Clemenger402-813-2551

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 Bonnstetter402-536-0234

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!

We happily awarded a check for \$4,413.49 to Chariots 4 Hope at our August meeting!

What a success! We are blown away!



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

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

October

Oct 13th - Business Success Forum - Champions 10:00am-2:00pm
Instructor: Krista Clark - 3 CE "R" Credits

Oct 20th - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

November

Nov 2nd-6th - NAR Convention - Orlando

Nov 10th - WCR Business Meeting - Champions 11:15am-1:00pm
2016 Thoughts-Broker Panel or Top Producer Auction

Nov 17th - 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!





Business Success Forum 2016

October 13th - 8AM to 12PM

Registration and Breakfast starts at 8AM : Class begins promptly at 9AM
Champions Run, 13800 Eagle Run Drive, Omaha

“People Not Prospects: Leveling the Playing Field Between Technology and Relationships”

Approved 3 hour CE Course # 0912

Guest Speaker: Krista Clark



A licensed REALTOR® since 2007, Krista Clark specializes in multi-family and retail investment property. Krista was recognized as one of REALTOR® Magazine's 30 Under 30 Class of 2014 Honorees. Passionate about networking and leadership, Krista has served in various capacities at the local, State, and National REALTOR® Associations. She currently serves as Past-President of her local association, Regional Vice President for the Iowa Association of REALTORS® And Vice Chair of the NAR YPN Advisory Board, along with many other local, state and national committee appointments. A strong believer in RPAC, Krista is a Sterling R Major Investor and YPN RPAC Pledge participant.

Registration

Includes: Breakfast, snack break & a chance to win several prizes!

\$30 paid in advance

\$35 day of event

PAY ONLINE AT WWW.WCROMAHA.COM

Tear along line and mail with check.

Name _____ Guest _____
Phone _____ Email _____
Address _____ City, State & Zip _____

For inquiries about this event, please contact:

**Susan Clark at 402-305-4335 or sclark@pjmorgan.com -or-
Deda Myhre at 402-319-1568 or
deda@nebraskarealty.com.**

Mailing Address IF PAYING BY CHECK:
c/o OABR
11830 Nicholas St Omaha, NE 68154

President's View



Changing the World with Your Talents

Thank you to all of you who attended our August luncheon and heard the State of the City from Omaha Mayor Jean Stothert! It was a packed house and we were able to present a large donation to Chariots 4 Hope, our 2016 Golf Event Charity. We also raised funds for Rebuilding Together. I continue to be amazed at all of you and the way you consistently give back to Omaha!

We have a busy few months ahead of us, online registration is open for our Annual Business Success Forum which will be October 13th. Members and Guests are welcome. The morning will consist of a knowledgeable speaker, 3 CE hours and networking with outstanding people!

The end of the year will be here before we know it, if you would like to get more involved with WCR Omaha, please reach out to our leadership team. There are many roles, large and small, and we would love your talents!

Don't forget to put our September luncheon 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 on September 15th, David Brown, President of the Greater Omaha Chamber will be with us. Please register early at www.wcromaha.com

Crystal Archer
2016 WCR President
PJ Morgan Real Estate

Women's Council of
REALTORS®
Omaha

Get Your Vote On!



Join us at our September Luncheon to Vote!

Members will be voting on a proposed dues increase for REALTOR® members from the 2016 annual rate of \$141 to \$150 for the 2017 membership year

In addition, we will be voting on our 2017 officers!

The following individuals have been nominated:

President Elect - Katie Clemenger

VP of Membership - Angel Starks

Treasurer - Rachel Pierce

Secretary - Laura Longo

Standing Committee Chair - Becky Sandiland

Nominating Committee -

Crystal Archer

Becky Sandiland

Jessica Sawyer

Angie Podoll

Dani Zeigler

Nominating Committee Alternate #1 - Nancy Bierman

Nominating Committee Alternate #2 - Surie Legge

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	

Get Involved: Make a Difference!



The Omaha Chapter of the Women's Council of REALTORS®

2016 Scholarship Standing Rules and Application Form

Scholarship is governed by the Education/Programs Standing Committee. REALTORS® * & Strategic Partners that are active members in good standing are eligible to apply for scholarship awards and recognition for Designation or Continuing Education as follows:

A Designation Fund, as determined by the Governing Board, shall be equally divided among WCR members, to include REALTORS® and Strategic Partners who receive a Certificate of Completion of approved designation courses by the Governing Board, deemed relevant to the Real Estate Industry, to be submitted by a regular deadline. Each member shall produce a receipt and certification of completion for each designation class. The deadline for submission shall be November 30th. The member will then be reimbursed up to 50% of the cost of the designation class. Courses taken prior to each applicant's membership date will not be eligible.

The Continuing Education Fund shall be equally divided among WCR members including REALTORS® and Strategic Partners, who receive a Certificate of Completion of approved continuing education courses to be submitted by a regular deadline. No member shall receive more than \$15.00 per course. The deadline for submissions shall be November 30th. Courses taken prior to each applicant's membership date will not be eligible. Names of scholarship winners are to be printed and made a part of the Holiday Installation, and also in the newsletter. A member who has received a designation and chooses to pursue further classes in that designation field shall be reimbursed following the same guidelines as the Continuing Education Fund.

Please submit your application to the Scholarship Chair, Lindsey Krenk – RE/MAX Results, by email to lindseykrenk@remax.net or in person at the general membership meetings.

THE DEADLINE FOR APPLICATION IS NOVEMBER 30th, 2016

Member Name:		Membership Date:
Company Name:	Phone:	Email:
Address:		City/State/Zip
Event or Course Name and Purpose:		
Instructor Name:	Date:	Location:
Cost (cost to you, non-company reimbursement):		
Certificate of Completion Copy and proof of payment must be included with this application. *Account data may be "blacked out" on receipts.		

**Please send completed application along with proof of payment and certificate completion to :
Lindsey Krenk-RE/MAX Results, by email - lindseykrenk@remax.net 402-415-4358**

Meets Criteria/Approved: Yes/ No

Date:

Amount:

Strategic Partner Scholarship

WINNER Announced

The Omaha Chapter is excited to have the opportunity to give back to our Strategic Partners, formerly known as Affiliates, that have been so involved with our organization over the years. As a REALTOR® organization, we find tremendous strength in our Strategic Partners in many different ways like, voting positions on the governing board, committee work, fundraising, and chapter building through membership, promotion of our organization, networking, leadership, and so much more.

In the application for the scholarship, we ask why they are actively passionate about WCR, how they benefit from being a member, why they recommend our group to others, are we doing a good job of giving back to them, and why on earth would they want to travel to the National Women's Council of REALTORS® Conference where a bunch of REALTORS® attend to learn and network together.

The responses in the applications were enlightening and reiterated our mission here at WCR. Every year we work on making the chapter more valuable, more efficient, figure out more ways to give to our community, and all the while working on becoming better people and business owners. The applications received for this scholarship truly detailed out the many ways that we are succeeding in our mission.

Every year there are 2 National Conferences that are held by WCR in conjunction with the National Association of REALTORS® conference. As a Strategic Partner and/or a REALTOR® you are welcome go regardless of the position held at our Omaha Chapter. The conference is always a mind opener and provides so many ways of doing business and being successful, it's so hard to explain the passion that is in the industry and an experience like this will make you bigger and better. It's a guarantee that you will walk away with many pearls of wisdom to propel you forward in life and business, if what you learn is applied.

This year we are excited that Laura Longo, a mortgage loan officer with Centris Federal Credit Union will be joining the leadership team at the National WCR Conference held in Orlando, FL in early November. Laura has been a passionate member of our chapter for 12 years and has served on several committees over the years. Laura has strengthened her business relationships beyond measure through her affiliation with WCR and getting face to face with REALTORS®, as well as, other Strategic Partners, she said.

Please congratulate her on being a well-deserved winner of the opportunity to go out and gain more knowledge through WCR. "This is one of the best networking organizations in town to meet goal-oriented women (and men) that are able to take your business to the next level." – Laura Longo



Congratulations, Laura Longo!

Article by Jessica Sawyer-2015 WCR President



We Learn. We Build. We Give.

Party with a Purpose



Annual fundraiser to benefit
**Safe Haven
Women's Shelter**

Thursday, September 22nd
Open House 4 p.m. to 7 p.m. at
My Insurance
3930 S. 147th St. Suite 104
Join us for drinks, appetizers & jewelry!

Presented by...Mary Sladek - My Insurance &
Cyndi Kayl - Premier Designs Jewelry

***50% of jewelry show proceeds will be donated to
the Safe Haven Womens Shelter!**

AND

That amount will be matched by My Insurance!!

DRAWINGS FOR FREE JEWELRY AND ACCESSORIES

- Earn 1 ticket for **donating gently used Women's or Children's clothing items. Clean out those closets!!!**
- Earn 1 ticket for **each friend you bring and each Jewelry item you purchase** to spruce up your fall wardrobe!

Sharing * Caring * Fashion * Fun

Can't make the party but would like to place an order to help the Safe Haven? Please call
Mary@402-991-6688 or Cyndi@402-618-0090 or view the catalog at:

www.cyndikayl.mypremierdesigns.com

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Safe Haven Emergency and Transitional Shelter are provided to victims of domestic violence and sexual assault as a means of protecting victims from the threat of further abuse. Residents may stay in our Emergency program for up to 6 weeks, and in our Transitional Shelter program for up to 6 months, while they stabilize their living situation.

The Safe Haven can accommodate 20 women and children at one time. Residents attend weekly individual therapy sessions, as well as groups teaching life skills and stress management. Safe Haven residents are assisted by program staff to develop short and long -term planning goals such as securing employment or other financial assistance and seeking permanent housing. Caseworkers work with the clients in identifying options that are available while connecting them with other agency and community services to empower them to succeed.

For more information, contact 800-523- 3666 OR 402-292-5888 AND <http://www.heartlandfamilyservice.org>



**Rebuilding Together®**
Omaha

At our August luncheon, Brenda Stuart shared highlights about Rebuilding Together Omaha. This organization is making a difference in the lives of low-income, elderly or permanently disabled homeowners by providing needed repairs to their homes. \$671 was collected. In addition, tickets are also available for a fundraising lunch on Sept 29th featuring the Scott Brothers from HGTV show, Property Brothers.

Presented By:

**WELLS
FARGO**



Rebuilding Together®
Omaha



*the
Scott Brothers*

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



Our September Strategic Partner of the Month
is...

Jen Monjaras
PJ Morgan Real Estate

P.J. Morgan Real Estate has been serving the Omaha area's real estate needs since 1996. Since we first opened our doors, we have grown to an organization of over 60 individuals, specializing in commercial sales and leasing, property management, business brokerage and auction services, in addition to residential sales!

www.pjmorgan.com

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

Name: Jen Monjaras

Why do you love being a member of WCR?

The relationships. I've been fortunate to meet so many wonderful people and I look forward to seeing everyone each month.

Who got you involved in WCR? Susan Clark and Crystal Archer

What is your favorite WCR Activity? My first activity was Trivia Night before I was even a Realtor. I loved the night-from the costumes to the trivia to the amazing people. It was my first taste of WCR and it definitely got me hooked! Once I was licensed I wanted to get involved!

Where is your favorite place you've traveled? Why? San Diego is by far my favorite place. I have wonderful memories of my uncle who lived there and the many days I spent with him by the beach and in his pool and just spending time there with my family. We actually hiked his favorite mountain and spread his ashes there after he lost his battle with cancer-it will always hold a very special place in my heart!

What is a goal of yours that you want to accomplish this year? To work on overcoming my fear of speaking in public. It's getting a little easier but I still dread it!!

What is one local thing that you have wanted to do? I'd like to get involved with more non-profit organizations. After getting to know Michelle and Jason Hurt with Chariots4Hope, who we chose as our Golf charity this year, I really enjoyed learning more about what they do and the story behind their journey to getting to where they are today. It takes very special people to be able to commit themselves to these organizations.

What is the best business tip you have been given? Do what you love and it won't feel like work.

What is the highlight of your life? My son, Larsen! He's 2 and my world!

What do you think the secret to life is? Loving what you do and surrounding yourself with people who are on your team!



PJ MORGAN
REAL ESTATE

WITH YOU FOR LIFE

P.J. Morgan Real Estate has been serving the Omaha area's real estate needs since 1996. Since we first opened our doors, we have grown to an organization of over 60 individuals, specializing in commercial sales and leasing, property management, business brokerage and auction services, in addition to residential sales!



We would be proud to partner with you to help meet your client's commercial and property management needs. Some of the services we provide include:



COMMERCIAL

- Commercial Sales - Buyers & Sellers
- Commercial Leasing - Tenants & Landlords
- Commercial Investment Consulting

PROPERTY MANAGEMENT & HOMEOWNER'S ASSOCIATIONS

- Commercial Property Management
- Residential Property Management
- Homeowner's Association Management



BUSINESS BROKERAGE

AUCTION SERVICES



INTERESTED? LET'S TALK!

Technology Talks

With **Laura Longo, Technology Chair**

How to Use Snapchat for Your Business

Millions are using the app to connect with their favorite brands, and that means there are plenty of potential clients you could reach if you use it right. Here's how one real estate professional is using Snapchat to develop relationships with customers and land deals.



The Snapchat generation is growing up. What started as an app for teens to get updates from their friends has blossomed into a social platform boasting 100 million users who watch 10 billion videos a day, according to Advertising Age. It's now a source for news updates and consuming content from brands such as MTV, BuzzFeed, and The Wall Street Journal.

Snapchat users are part of the next big wave of home buyers, and real estate professionals would be wise to get comfortable engaging with prospects on this channel. That's why Danielle Riley, e-PRO, associate broker at Nothnagle REALTORS®, in Rochester, N.Y., has used Snapchat for the last three years to stay in touch with her sphere. It's a personal approach that resonates with younger clients, she says. "Two or three people have messaged me to buy a house just from connecting with them on Snapchat. All of a sudden, I started getting leads." Here are three things Riley says to keep in mind when connecting on Snapchat:

It's all about the "story."

Rather than reaching out to individual contacts, Riley focuses on the Snapchat "story" feature, which enables users to send a timeline of photos or videos to all of their contacts. "I'm not doing a lot of one-on-one contacting on Snapchat," she says. To connect with her sphere, "I usually just post what I'm eating or give a personal look at my day. If I'm at a listing, I might post a view of the property," Riley adds. The story feature is also a good way to get in front of a new audience. She's had past clients include her in their Snapchat story so she becomes known in their circles as well.

Keep tabs on contacts.

Riley has about 100 friends on Snapchat. Most of her contacts are in their late-20s and early-30s, and about 15 of them are past clients. She says that roughly 20 of her Snapchat contacts are prospects that aren't quite ready to buy, and the app is a good way for her to keep her name in front of them.

Know who's watching.

Snapchat shows you exactly which users watch your stories, so make sure to keep track of who they are, Riley says. If you notice someone new watching you, reach out to them and ask them what they thought of your story, and invite them to join your circle. Many of Riley's stories are viewed by 75 to 80 people. And who knows—one of them could be her next client.

Meghan Brozanic

Meghan Brozanic is a Writer/Content Strategist for REALTOR® Magazine. She can be reached at mbrozanic@realtors.org

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Mortgage Service Rep
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NMLS #663506

From pre-approval to closing, Centris has the competitive products and services buyers need and they can be assured that every home loan will close on time, every time. Our mortgage loans are underwritten and serviced locally, so, you can be sure we'll make a decision that's in your buyer's best interest. Our neighborhood mortgage experts can get buyers pre-qualified before they shop for a new home.



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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