

## Schedule of Events

**! Conference badge is required for all events.**

### WEDNESDAY, OCTOBER 31

8:00 a.m. – 4:15 p.m.	+ Executive Committee	Webster, Lobby Level
9:00 a.m. – 4:00 p.m.	△ PMN Pop-Up Course: Leveling Up Your Productivity	Grand C, Concourse Level
3:30 p.m. – 4:15 p.m.	+ Project Teams	Adams, Mezzanine Level
4:15 p.m. – 5:00 p.m.	PMN Reception <i>(Exclusive event for Designees &amp; Candidates)</i>	Grand B, Concourse Level
5:00 p.m. – 6:30 p.m.	80 <sup>th</sup> Anniversary Reception & Marketplace <i>(PMN Designations Awarded &amp; Anniversary Recognitions)</i>	Grand B, Concourse Level

### THURSDAY, NOVEMBER 1

7:30 a.m. – 9:00 a.m.	Welcome Breakfast: Fire Up Your Moxie! & Marketplace	Grand Ballroom, Concourse Level
9:00 a.m. – 10:00 a.m.	General Assembly and Keeping It Real: Defining Success on Your Own Terms	Grand Ballroom, Concourse Level
10:15 a.m. – 12:30 p.m.	Identify and Coach Future Leaders Session	Marina I – IV, Lobby Level
10:15 a.m. – 12:30 p.m.	Advocate for Your Career Advancement Session	Harbor I & II, Harbor Level
12:30 p.m. -1:30 p.m.	+ Past National Presidents Advisory Meeting	Webster, Lobby Level
1:45 p.m. – 3:00 p.m.	Regional Committee Meetings - 9 concurrent <b>1</b> Commonwealth A, Concourse Level <b>2</b> Burroughs, Harbor Level <b>3</b> Commonwealth C, Concourse Level <b>4</b> Grand C, Concourse Level <b>5</b> Grand D, Concourse Level	<b>6</b> Grand E, Concourse Level <b>7</b> Stone, Lobby Level <b>8</b> Grand B, Concourse Level <b>9</b> Harbor III, Harbor Level
3:45 p.m. – 4:45 p.m.	NAR Event: NAR 360	
6:45 p.m. – 10:30 p.m.	NAR Event: Inaugural Gala	

### FRIDAY, NOVEMBER 2

6:30 a.m. – 7:15 a.m.	Log out. Shut down. Do yoga. All levels Morning Flow <i>(Free Sign-up)</i>	Otis, Lobby Level
9:00 a.m. – 11:00 a.m.	Women's Council... 2019 and Beyond <i>(Open to all. 2019 Regional Vice Presidents, Governors, State and Local Leaders are encouraged to attend.)</i>	Harbor I-III, Harbor Level
12:30 p.m. –1:15 p.m.	Get Your Financial House in Order for 2019	Harbor I-III, Harbor Level
1:30 p.m. –2:15 p.m.	Co-op(eration) or Competition? Improve Customer Service	Harbor I-III, Harbor Level
3:00 p.m. – 6:00 p.m.	NAR Event: REALTORS® Expo Grand Opening	
6:00 p.m. – 9:30 p.m.	◇ Inaugural Gala 6:00 - 6:45 p.m. Reception 7:00 - 9:15 p.m. Dinner & Program 9:30 p.m. After Party	Grand Ballroom Foyer, Concourse Level Grand Ballroom, Concourse Level Commonwealth, Concourse Level

# Schedule of Events (continued)

## SATURDAY, NOVEMBER 3

8:00 a.m.	◇ REALTORS® Relief 5k Walk/Run	Boston Common
10:00 a.m. – 11:00 a.m.	Essential Business Etiquette for Today's Real Estate Professional	Grand A, Concourse Level
10:00 a.m. – 11:00 a.m.	Exceeding Expectations: How to Wow Clients and Earn Referrals	Grand B, Concourse Level
10:30a.m. – 11:30a.m.	Finance & Budget Committee and Forum	Commonwealth A & B, Concourse Level
11:00 a.m. – 3:00 p.m.	+ 2019 Nominating Committee (for slating of the 2020 Leadership Team)	Commonwealth C, Concourse Level
11:15 a.m. – 11:45 a.m.	Specialty Session: Luxury	Grand A, Concourse Level
11:15 a.m. – 11:45 a.m.	Specialty Session: Commercial	Grand B, Concourse Level
12:00 p.m. – 12:30 p.m.	Specialty Session: Second Home / Investment Properties	Grand A, Concourse Level
12:00 p.m. – 12:30 p.m.	Specialty Session: International	Grand B, Concourse Level
1:30 p.m. – 2:30 p.m.	8 Principles of Female Leadership	Grand A, Concourse Level
1:30 p.m. – 2:30 p.m.	Work Smarter Not Harder: Apps & Tech Tips for Real Estate Pros	Grand B, Concourse Level
2:45 p.m. – 3:15 p.m.	Host Your Own Leadership Fair	Grand A, Concourse Level
4:00 p.m. – 6:00 p.m.	NAR Event: General Session	

## SUNDAY, NOVEMBER 4

8:00 a.m. – 9:30 a.m.	+ Regional Vice Presidents and Executive Committee Meeting	Commonwealth A & B, Concourse Level
10:00 a.m. – 11:30 a.m.	Governing Board Meeting (Meet the Candidates for 2020 Leadership Team)	Grand A & B, Concourse Level
9:00 p.m. – 10:30 p.m.	NAR Event: Celebrity Concert Starring Fall Out Boy	

△ Open only to course registrants + Open only to committee members ◇ Admission by ticket only

## Conference Notes

### Pop-Up Store: Women's Council Products

REALTOR® Team Store is the official distributor of Women's Council products. Visit them in the Grand Foyer next to registration to purchase a range of items, from logo apparel to leadership pins. Also, be sure to inquire about the branded products they can special order for your business or network.

Hours:  
Wednesday, 4:30 p.m. – 6:30 p.m.  
Thursday, 7:30 a.m. – 3:00 p.m.  
Friday, 8:00 a.m. – 1:00 p.m.

### Inaugural Gala

Honoring  
President Heather Ozur;  
President-Elect, Brenda Lee Szlachta;  
First Vice President, Pamela Banks;  
and Treasurer, Sylvia Seabolt



Friday, November 2  
6:00 - 6:45 p.m. Reception  
7:00 - 9:15 p.m. Dinner & Program  
9:30 p.m. After Party

Tickets: \$120  
Tickets may be purchased at the Registration Desk, while supplies last.

### YOGA

Log out. Shut down. Do yoga. All levels Morning Flow.  
Friday, November 2  
6:30 a.m. – 7:15 a.m.  
Room: Otis, Lobby Level  
Start your morning off right! Join your friends for a Yoga fitness class. Free sign up at the Registration Desk.

### Women's Council Expo Booth

Visit us and pick up a free member gift at our booth #1649. Hours:  
Friday 3:00 p.m. – 6:00 p.m. (Grand Opening)  
Saturday 9:00 a.m. – 4:00 p.m.  
Sunday 10:00 a.m. – 5:00 p.m.  
Monday 9:00 a.m. – 1:00 p.m.

### Networking Table

Women's Council meeting registrants are welcome to place business cards, business promotional materials and Network event flyers on the special table adjacent to registration. Prohibited items include items for sale and raffle and/or other "opportunity based" schemes which are prohibited under local law.

### National Industry Strategic Partners



### National Conference Partners



Stay Connected with peers during the conference by using #WomensCouncil

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@WomensCouncil WomensCouncil

Visit us at [wcr.org](http://wcr.org)

Download a copy of this schedule at [wcr.org/events](http://wcr.org/events)

# Highlights

## WEDNESDAY, OCTOBER 31

### PMN Reception



4:15 p.m. – 5:00 p.m.  
*Grand Ballroom B, Concourse Level*

Enjoy a glass of champagne and time to network with your PMN connections.  
*Exclusive Event for Performance Management Network Designees & Candidates.*

Sponsored by



### 80<sup>th</sup> Anniversary Reception & Marketplace

5:00 p.m. – 6:30 p.m.  
*Grand Ballroom B, Concourse Level*

Join us for this special reception as we celebrate 80 years of Women's Council and congratulate our new PMN designees. This is an excellent opportunity to connect with your amazing Women's Council community.

Sponsored by



## THURSDAY, NOVEMBER 1

### Welcome Breakfast & Marketplace



Featuring Guest Speaker  
*Debra Trappen*

7:30 a.m. – 9:00 a.m.  
*Grand Ballroom, Concourse Level*

Grab a bite to eat then get ready to start your day with our special guest speaker Debra Trappen and her session **Fire Up Your Moxie!**

Are you ready to live your best life? So many of us jump into life, leadership, running a business, building, giving, growing, doing... and don't stop to uncover what is inside us – FIRST. When we slow down – magic happens. We find our focus, ditch the senseless hustle, and finally live life on our own terms.

Debra will share some of her favorite truths (wrapped in grace, of course!) and fiery elements that translate into a life, business, and attitude that will ignite your moxie to attract ideal connections, bring you JOY, and get you on the path to living your BEST LIFE – now! Put your seatbelt on – this talk is going to be a fabulous, moxie-filled adventure.

### General Assembly

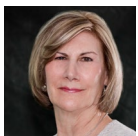
Featuring:



*Tami Bonnell*



*Sue Yannaccone*



*Ginger Downs*

### Keeping It Real: Defining Success on Your Own Terms

Featuring Tami Bonnell, Sue Yannaccone & Ginger Downs

9:00 a.m. - 10:00 a.m.  
*Grand Ballroom, Concourse Level*

Success means different things to different people, the possibilities are endless. No matter where you are in life, chances are you're not entirely sure of the next steps you need to take. These three women are still defining "success" themselves, despite some ultra-impressive accomplishments along the way. But the biggest achievement? Doing it on their own terms. Come hear the "lightbulb" moments that got them here—and what you should be doing for success in 2019.

### Identify and Coach Future Leaders

Featuring Guest Speakers Sue Yannaccone & Ginger Downs and hosted by your National Project Team

10:15 a.m. – 12:30 p.m.  
*Marina I – IV, Lobby Level*

When you set out to find high-potential leaders or employees, do you know what to look for? From identifying behaviors and implementing new processes, to finding and nurturing an individual's unique skills - we will help you cultivate, coach and counsel potential leaders. This session will provide you with tools in your leadership development both within and outside the Council.

### Advocating for Your Career

Featuring Guest Speaker Tami Bonnell and hosted by your National Project Team

10:15 a.m. – 12:30 p.m.  
*Harbor I-II, Harbor Level*

It's time to open doors to limitless possibilities. Come explore, in a safe environment, strategies to navigate challenging business environments as well as uncover career and leadership opportunities currently available to you. Through the use of a Growth Plan, we'll help you identify opportunities and pathways for your own career advancement that you can take home and implement right away.

# Highlights (continued)

## FRIDAY, NOVEMBER 2

### Women's Council... 2019 and Beyond

9:00 a.m. – 11:00 a.m.

Room: Harbor I-III, Harbor Level

(Open to all. 2019 Regional Vice Presidents, Governors, State and Local Leaders are encouraged to attend.)

Women's Council has just embarked on a three-year strategic plan. What is coming for Women's Council and what does the future look like? How does this impact my local market? Get a front row seat to the Council's plan, ask questions and learn what's in store for the Council.

### Get Your Financial House in Order for 2019

12:30 p.m. – 1:15 p.m.

Room: Harbor I-III, Harbor Level

Irene (Rini) Garber,  
PNC Senior  
Investment Advisor



As you reflect on 2018 and your goals for the coming year, consider a new plan to get your finances in order. Come learn strategies to simplify your life and make positive changes to reach your goals as quickly as possible.

Brought to you by



### Co-op(eration) or Competition? Improve Customer Service

1:30 p.m. – 2:15 p.m.

Room: Harbor I-III, Harbor Level

Maura Neill



As REALTORS®, we work for our clients, but we work with other agents, and the interactions we have with our colleagues can impact our clients' experience, for better or for worse. In this session, we will explore building better relationships with other agents with the intent to leverage associations to our clients' advantage...and to our own professional benefit and for the betterment of our industry as a whole.

## SATURDAY, NOVEMBER 3

10:00 a.m. – 11:00 a.m.



### Essential Business Etiquette for Today's Real Estate Professional

Rita Santamaria, Owner, Founder and CEO of  
Champions School of Real Estate  
Room: Grand A

When it comes to building relationships, business etiquette is essential in developing mutual respect and improves communication. We'll dive into disruptors, myths and tools to help improve your face-to-face and online interactions.



### Exceeding Expectations: How to Wow Clients and Earn Referrals

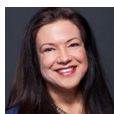
Shay Hata  
Room: Grand B

From one \$131K deal her first year in business to over \$30M her 4th year, Shay created a referral only business based on amazing customer service. Come learn her concierge style service approach including her unique client communication schedule, appreciation events, gift program, and more. You'll take away practical tips to deliver top notch customer service and increase your referrals.

### Specialty Sessions

We're all looking for new opportunities for additional sources of revenue. If Luxury, Commercial, Property Management or International is YOUR area of expertise OR if you're interested in learning how to tap into one of these unique real estate specialties then pop-in to one of these sessions to network, share and gather new ideas.

11:15 a.m. – 11:45 a.m.



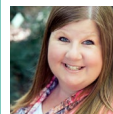
### Specialty Session: Luxury

Sara Lipnitz  
Room: Grand A



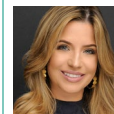
### Specialty Session: Commercial

Barbara Crane  
Room: Grand B



### Second Home/ Investment Properties

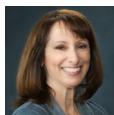
Gia Arvin, PMN  
Room: Grand A



### Specialty Session: International

Dinorah Guerra  
Room: Grand B

1:30 p.m. – 2:30 p.m.



### 8 Principles of Female Leadership

Cindy Gordon / Room: Grand A

Women are expected to lead like men; identify with male figureheads and read leadership books written by men. Learn the eight leadership principles that reflect how women intuitively lead to unleash your authentic leadership powers.



### Work Smarter Not Harder: Apps & Tech Tips for Real Estate Pros

Alyssia Essig / Room: Grand B

Overwhelmed with apps galore? Find out which apps will help you with lead generation, time management, health, wellness and more.

2:45 p.m. – 3:15 p.m.

**Host Your Own Leadership Fair**  
Featuring Your National Project Team  
Room: Grand A

A leadership fair brings information and insight to members on the various ways they can exercise their leadership skills within and outside of the Council. Come learn how to deliver a leadership fair at your own network.