



2019 Strategic Planning Standing Committee

Chair: Rosemary Mahoney - PG/PC/NP

Vice Chair: Dinorah Guerra - Miami-Dade

Line Officer Liaison: Andrew Bell - Jacksonville

Members:

Teresa Cole - Volusia Area

Natalie Arrowsmith - Orlando Regional

Christine Citrano - Cape Coral-Ft. Myers

Sandra Fernandez - Miami-Dade

Amy Worth - Sarasota

Charmaine Hickey - St. Lucie County

Marie Gregorio - Tampa

Alma Betancourt - Miami-Dade

Julia Montei - Sarasota

Lorna Moodie - Stuart-Martin County

Dennis Walker - Flagler County

Susanna Madden - Tampa

Amy Snook - Greater Palm Beach Area

Audrey Lackie - Jacksonville

Paige Brewer - Daytona Beach Area

Lisa Mix - Pensacola

Venus Proffer - Broward

Susan McQuillan - Gainesville-Alachua

Gretchen Carlson - Orlando Regional

Gia Arvin - Gainesville-Alachua

Andrew Bell - Jacksonville

Rory Dubin - Jacksonville

Purpose:

The Strategic Planning Committee shall continue to develop, revise and update the existing plan as necessary. The Plan shall be considered a "living" document, which shall continue to grow and change.

It shall be the responsibility of the Strategic Planning Committee Vice Chairman to work with the State President-elect while establishing the following year's "Specific Goals" for committees to ensure that the goals of the plan are included.

Specific Goals for 2019:

- Provide/promote an atmosphere for members to: a) gain knowledge and competency to create profitability and b) develop a successful identity both personally and professionally.
- Provide a structure for participation opportunities, clear responsibilities and effective communication at the state level to ensure strong networks and future leaders.
- Clearly communicate the value of the brand of the Women's Council of Realtors.
- Clearly communicate the benefits of membership in Women's Council of Realtors.
- Develop an accountability plan to measure and evaluate the effectiveness of the Plan for 2019, 2020 and 2021.