

17th Annual Conference



AWESOME FEMALEES
in Real Estate

Embracing Your Next Chapter



**Thanks to our
conference sponsor**



RealEstateWealthForWomen.com

Wednesday, July 12, 2023

8:00-12:30 Pre-Conference Pool Con
(Relax, Unwind, and Connect Poolside with other conference attendees)

12:30 Check-in opens in Wassaja Ballroom



1:00-1:10 What Awesome Females Has Meant to Me
Stacey Soliel, Head of Community & Industry Relations at Follow Up Boss

Why We Have Sponsored Awesome Females Since 2007
Curtis Fenn, President & COO, REDX

1:10-1:45 Welcome and Opening Keynote: Embracing Your Next Chapter
Bernice Ross, CEO, & President, BrokerageUP! & RealEstateCoach.com

1:45-2:00 Next Gen Leaders Panel:

- **Haley Johnson, Marketing Manager, REDX**
- **Sadie Nielsen, Director of Sales, Berman Media PD**
- **Camilla Temu Director of Product Development, Wise Agent**

2:00-2:15 Help Me Create a Blueprint for a New Business
Tara Brown, Architect

2:15-2:45 Artificial Intelligence: Your New Power Partner in Real Estate

- **Christine Jacobson, Entrepreneur and Marketing Executive**
- **Sheila Reddy, CEO & Founder, Mosaik.IO**

2:45-3:05 The Two Caminos: How to incorporate the spirit of the Camino de Santiago in daily life and business

- **Leslie Guiley, Designated Broker, Real Estate Advisors and Coach, Workman Success Systems**
- **Kelly White, Executive Coach**

3:05-3:20 Break

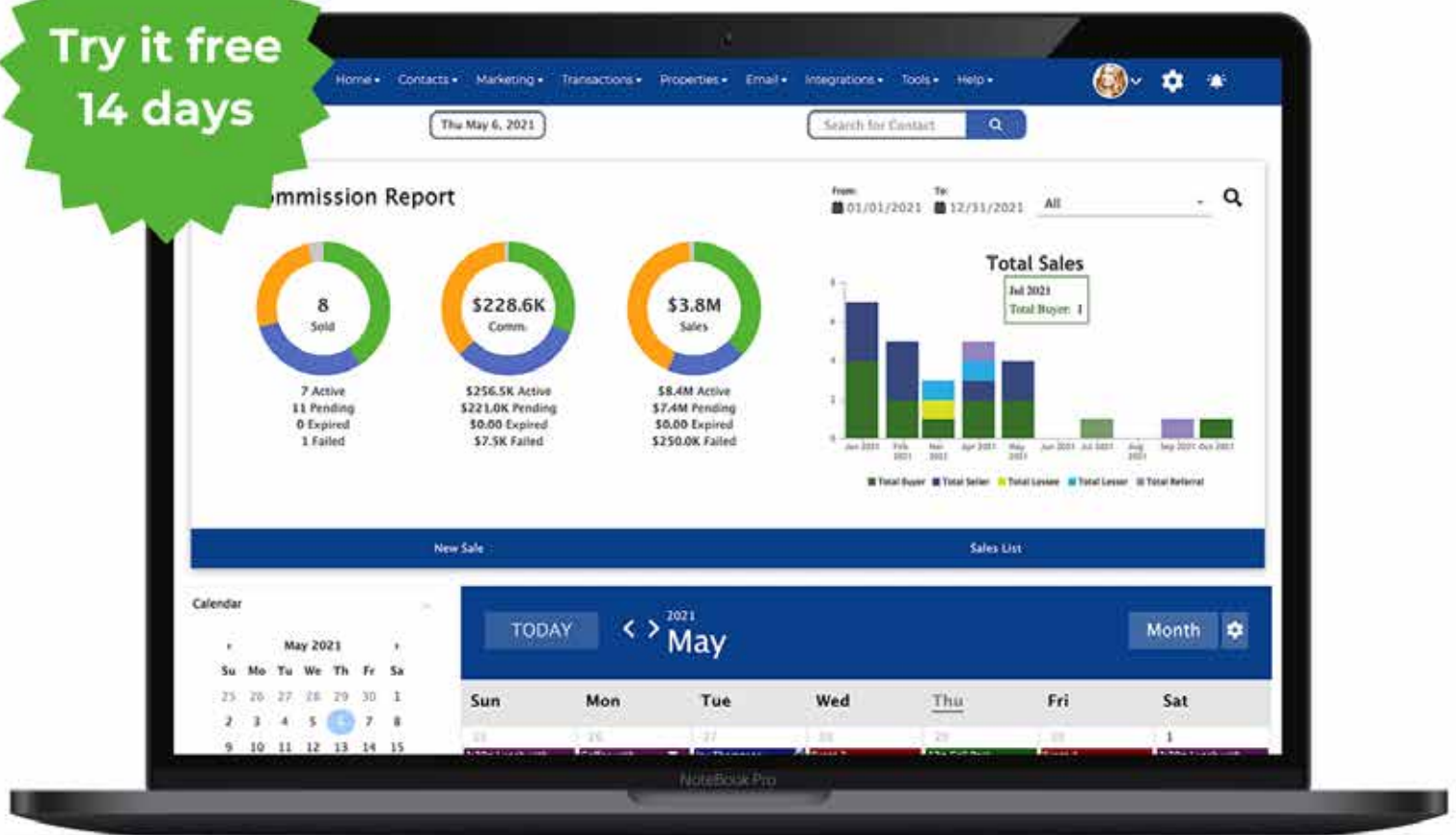


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- 3:20-4:10 How I'm Rewriting My Identity**
- Chastity Davenport, Senior Vice President of Franchising, JPAR Franchising
 - Deborah Falcone, Real Estate Advertising, Content Development, and Marketing Specialist
 - Kendyl Young, Co-Founder, ADU Diggs

- 4:10-4:40 Finding Your Place: Taking the Reins in a New Role**
- Tiffanie Janowitz, COO & Vice President, Berman Media PD
 - Nancy Robinson, Vice President of Sales, Christie's International Real Estate Sereno
 - Katherine (Kat) Winston, Head of Marketing PLUNK

- 4:40-4:50 The Yin and Yang of DISC: Leadership Strategies for Marriages and Teams**
Michelle Berman-Mikel, Owner Berman Media PD, Speaker, and Coach

- 4:50-5:00 When the Vision Is Clear, the Magic Will Appear**
Martha Melendez, Director of Talent and Attraction, Engel & Volkers

- 5:00-5:45 Opening Circle**

- 5:45-7:00 Welcome Reception Dinner Sponsored by T3 Events Group**



- 7:00-8:30 Power Networking & Crazy Socks Competition Sponsored by Wise Agent**



- 8:30-??? Enjoy the pool, fireside chats, or have fun in the casino**

Your Event Vision, Executed to Perfection

Partner with the real estate industry's leading event management group.

When putting on a live event, your #1 goal is to live up to your attendee's high expectations. Work with T3 Events group to outsource the coordination of a few services or to plan your event from start to finish.



Event Services:

- Site Selection
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- Contract Negotiation

Contact:

Darlene Lyons

EVP, T3 Events Group

darlene@t3sixty.com | 916.995.3444



Thursday, July 13, 2023

7:00-7:30 **Yoga with Pam Blair**
(just outside meeting rooms, bring your own mat)

7:00-8:30 **Breakfast Sponsored by JPAR Franchising**



8:30-9:10 **Keynote: When Emotions Run Rampant**
Karel Murray, Author, Speaker Emeritus

9:10-9:40 **When a Negative Experience Is a Gift in Disguise**

- Coni Meyers, Crisis Management Strategist and “Kits for Kids” at CKM
- Dani Vanderboegh, Senior Editor, *Inman News*
- Diana Zaya, Founder Maverick RE Consulting

9:40-10:10 **Toxic Leadership**

- Tami Bonnell, CEO EXIT Realty
- Deb Hernandez, Vice President, Marketing and Communications, BrokerageUP!
- Brenda Thompson, Broker Owner, HomeSmart Stars

10:10-10:30 **Slaying Your Saboteurs**

- Christine George, Co-Founder, Post & Beam Creative
- Patricia Heller, Executive Vice President, Compass

10:30-10:45 **Lemons and Lemonade, Finding the Sweet in the Bitter**

Stacey Soleil, Head of Community & Industry Relations at Follow Up Boss

10:45-11:00 **Break**

Tech Track

11:00-11:15 **Are You AI Ready? A Conversation with Your Virtual AI Assistant**

Laura O'Connor, President and COO, JPAR Franchising

11:15-11:30 **Mosaik: The Digital Sidekick for Agents**

Sheila Reddy, Founder, Mosaik.IO

11:30-12:00 **The Way Forward**

Christine Jacobson, Entrepreneur and Marketing Executive



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63% of Our Full-Time Staff are Woman.

We Celebrate and Foster an Environment of Diverse and Inclusive Influential Industry Leaders.



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12:00-12:10 2022 Group Photo

12:10-1:30 Lunch Sponsored by RedX



1:40-2:10 Tackling Goliath

- **Leslie Rouda Smith, Immediate Past President NAR**
- **Bernice Ross, CEO & President, BrokerageUP! Inc.**

Real Estate Wealth for Women Investor Track

2:15-2:45 Bank on Real Estate for Your Financial Future
Bernice Ross, Founder, Real Estate Wealth for Women

2:45-3:00 Women Are the Money Masters of the Universe—They Just Don't Know It Yet
Dr. Patricia Ross, Publisher and Founder of Girl Power Finance

3:00-3:15 How Real Estate Investing Changed My Life
Shannon Malcom, Franchise Owner and Broker of Record EXIT Realty, Birmingham, Alabama

3:15-3:30 Break

3:30-4:30 Where Do We Go From Here?
Group discussion

5:00-6:30 Dinner Sponsored by
RealEstateWealthForWomen.com



6:30-8:30 Awesome Females Not-So-Silent Auction Sponsored by Follow Up Boss

- **Stacey Soleil, Head of Community & Industry Relations at Follow Up Boss**
- **Pam Blair, Broker-Owner, Yoga Bug Real Estate**





Schedule a private training where investors and agents can learn a **proven strategy** that has worked for thousands of people for 20 years.

This training is for you if...

- You're an investor who wants to **find the right properties** to invest in.
- You have agents who need to increase their **personal production**.
- You're looking to **fill your pipeline** with people ready to do business.

We'll go over...

How to find the right audience.



Concentrate efforts on transaction-ready homeowners.

How to get their attention.



Target audiences with effective social media marketing strategies.

How to connect with them.

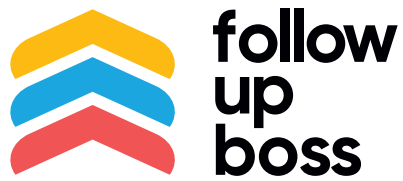


Create human connection and showcase your skills.

Redeem your free training by emailing [Halley Johnson](mailto:halley.johnson@redx.com).



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Introducing the Real Estate Team OS

Follow Up Boss isn't just a CRM. It's a central hub where you build the systems that scale your business.

Now you can work the way you want, and build the business you always envisioned.



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Awesome Females in Real Estate

sign up for a free trial at:
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Friday, July 14, 2023

7:00-7:30 Yoga with Pam Blair (just outside meeting rooms, bring your own mat)

7:00-8:30 Breakfast Sponsored by the California Association of Realtors, WomanUP!

The logo for WomanUP! features the word "Woman" in a black, cursive script font, followed by "UP!" in a bold, black, sans-serif font with a registered trademark symbol (®) to the upper right.

8:30-9:10 ROAR!
Debra Trappen, Executive Consultant
California Association of Realtors, WomanUP! Initiative

9:10-9:40 Increase Your Fiscal Fitness

- Patricia Heller, Executive Vice President, Compass
- Maeda Palius, CPA, Palius CFO and Advisory, LLC

9:40-9:50 Trying to Keep Myself Around Until I'm 100
Ann Chiasson, Broker Owner Sea to Sky Properties

9:50-10:10 Growing Old Is Growing Aware

- Coni Meyers, Crisis Management Strategist and "Kits for Kids" at CKM
- Valerie Torelli, Owner, Torelli Realty

10:10-10:20 How to Let Them Have Their Way
Danielle Lazier, Founder & Broker Vivre Real Estate

10:20-10:50 Opening Doors for Others

- Annette Anthony, Director of Corporate Engagement, EXIT Realty
- Erica Starkey, CEO & Broker, JPAR Iron Horse Real Estate

10:50 -11:00 If You're Going to Rise, You Might as Well Shine
Luisa Zepeda, Broker Owner Brilla Real Estate

11:00-11:10 Break

11:00-12:00 Lightning Strikes: One-Minute Best Ideas or Books that Helped You Personally

12:00-12:15 Self-Care Doesn't Have a Specific Look
Pam Blair, Broker-Owner, Yoga Bug Real Estate

12:15-1:00 Closing Circle: What Steps Will You Take to Embrace Your Next Chapter?

1:00-6:00 Hangout poolside, gamble, spa, shop

WomanUP!®

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- ✓ Share YOUR Story
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- ✓ Shine a Light on a Leader
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Join us at Inman
in Vegas on 8/9!
3:30-4:30p Breakout
5-6:30p MeetUP

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