

Affiliate Business Partners Meeting #3 Minutes

Wednesday, February 12, 2014 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

Kim Sonefeld, Marketing and Communications Manager and Affiliate Liaison

AFFILIATE MEMBERS

Chairman: *John-Paul M. Mario, ASID, Classic Design Associates*

Affiliate Directors:

Denise Drews Sierra Pacific Mortgage
Gayle LaBonte Consumer Title & Escrow
Francine Villa Sierra Pacific Mortgage
George Martin Bullseye Surveying
Robyn Fiel Fifth Third Bank
Brian Chase Tampa Law Source
Linda Goldfarb LSG Consulting Services

NOT PRESENT:

John Barcelo Real Valuation Services

Affiliate Mentors:

John Barie JB Health & Life Solutions
Debbie Kampel Wells Fargo
Diana Harvey DFC Designs
Rick Haupricht GreenLeaf Title
Amber Petersen LegalShield
Edina McGuire Sierra Pacific Mortgage
Mary Ellen Zurawski ThinkQuik

NOT PRESENT:

Melissa Rodgers SEC Inspection/Pest Control

Laureen Lofgren Florida Bank
Samantha McDermott Florida Bank
Dylan Barrie Rock's Moving Co.
Courtney Davis Bright Light Solutions
Christina Barron Title Security
Shelly Grover Verizon
Steve Wichlenski DFC Designs
Pat Smoot FirstBank
Dan Brave Carpet Docs/Detailed Insp. Svc.
Jay Marshall House to Home Relocation
Marilyn Corazza Coastal Property Services
Christian Rava North American Title
Ben Friedlander Ben's Pens & More
Kim Patterson Moonstruck Marketing
Lori Sandon Sandon Mortgage Group
Melonie Harris Wallace Welch & Willingham Insuranc
Diane LaBonte ACCENT on TRAVEL
Brian Brown Old Republic Home Warranty
Barry Beote EverBank
Debbie Grover Waddell & Reed
Judson Brady Judson Brady Photography
Marc Walker Waddell & Reed
Tammy Hagedorn Seminole Title Co.

Chris Breton Law Office of Christopher Breton
Drew Corazza Coastal Property Services
Joshua Lerette Carrington Mortgage Services
Joyce Smith Somers Title
Cameron Watson Centennial Bank
Joel Morris Somers Title
Jerry Smith A Snoop Inspection
Laraine Chulla reSolution Resources
Justin Craft SavvyCard
Christy Smith Levy Marketing + Awards
Amanda Cole GadgitKids
Cindy Lukehart MD Plus
Clark Walters Medical Management Institute
Mike Hills Triton Insurance
Bill Hess Floor Coverings International
Marc Blackburn Blackburn Law Firm
Cory Jeffries Primary Residential Mortgage
Susan Brown Abbey Carpets of Largo
Brian Martinez BB&T
Alex Garfield Chase Bank
JeanMarie Suvoy Credit Information Corp.
Maria Walkiewicz Feather Sound Country Club
Brian Weiner Bam Landscaping
Walter DeVenne Clear Title America
Cathy Blackburn Blackburn Law Firm
Deb Hicks Suddath Relocation Systems
Scott Tennant Access Reverse Mortgage
Sarah Hasch Universal Land Title
Diana Schwarz Fiduciary Funding
Sally Petersen LegalShield
Bryan Bejar Master Restoration
Heather Torres TSYS Merchant Services
Gina Couture Mr. Rekey
Stanley Parks Green Tree Mortgage
John Papageorge Alpha Environmental Diagnostic
David Tate Dave Tate Insurance Allstate
Cathy Burdette First International Title
Carla Nix Hughes Exterminators
Wes Searer Best In Class SEO
Tammy Leventis MailCo
Linda Blanton Third Federal Savings & Loan
Lori Stuller Stuller Drywall
Sue Duhamel Redefined Living
Jack Pyle NRE Systems
Christina Bosworth Wallace Welch & Willingham Insurance

Robin Emanuel	Budget Self Storage
Kenton Heiden	A+ Inspect It
Christina Barron	Title Security
Traci Gauhan	Summit Title
Kristina Houser	Kristina Houser Photography
David Vangness	Buzzazz Internet Marketing
Dave Negri	Elite Home and Property Services

Debra Lee – Family Connect member

REALTOR® Members:

Ben Friedlander	Big Ben Realty
Eva Aldrich	Clearwater Harbor Realty
Ann Fleeting	Beach Time Realty
Sylvia Lusink	Beach Time Realty
Sofia Menaheim	Coldwell Banker
Brandon Rimes	Remax Elite Palm Harbor
Theresa Lynn Collins	Allen Collins Realty
Cindy Lukehart	Florida Suncoast Realty
April Gayle Gausman	Global Lifestyle Realty
Leisa Erickson	Keller Williams Realty Suncoast
Randi Morgan	Century 21 Real Estate Champions
Kim Cooke	Charles Rutenberg Realty

There were 15 guests in attendance.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul Mario, Affiliate Board, David B. Bennett, Kim Sonefeld, Affiliate Mentors

3. Introductions:

- Guests
 - REALTOR® Guests
 - New Members
 - Existing Members
- \$195 was raised for All Children's Hospital*

4. Announcements

- Numbers 14 and 21 – please review these in the Affiliate Guidelines and Procedures, see attached for amendments – name tags won't be ordered under Orientation is completed, maximum 2 hours for meeting room usage
- SavvyCard – Justin will be available to train members on the service. John-Paul clarified that Affiliates DO NOT receive a profit from SavvyCard and that you must work directly with SavvyCard to earn money for referring people to them.
- Affiliate Directory – going to print next week
- Affiliate Wall – cards of those members who didn't renew dues have been removed
- Affiliate Cruise came back Monday – what happened on the cruise stayed on the cruise! A new program "Affiliate Action Team" will be launched at the February 25 Affiliate meeting

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Ann Fleeting shared 7140 Pebble Beach Lane in Seminole, 7100 Sunset Way #707 in St Pete Beach

- Sylvia Lusink shared 111 Yacht Club Lane in Tierra Verde, 311 Monte Cristo Blvd in Tierra Verde
- Brandon Rimes shared 805 Eldorado Ave in Clearwater Beach, 8115 Honeybee Lane in Tampa, 1314 Michigan Ave in Palm Harbor has an Open House this Sunday, 686 Geneva Place in Tampa, 6507 Bayshore Blvd in Tampa
- Leisa Erickson shared 932 10th St N in St Pete, 7630 Paradise Pointe Circle in St Pete, needs a buyer for a home coming on the market soon that has over 10,000 sq. ft., 8 bedrooms, 8 bathrooms
- Theresa Lynn Collins shared 1695 Pinellas Bayway S #D2 in Tierra Verde
- Sofia Menahem shared 240 108th Ave #102 in Treasure Island
- Kim Cooke shared 6920 14th Ave N in St Pete, 1783 Suffolk Dr in Clearwater, 3200 Keene Park Dr in Largo
- Randi Morgan has a buyer who wants a home in Kenwood under \$180K
- Brandon Rimes has a buyer who wants strip malls throughout Florida with at least a national anchor tenant, and a site to build a banquet hall on the water

6. Testimonials – the following Affiliates gave testimonials about their successes with fellow members and other means of getting business

- Diane LaBonte – Diana Harvey, John-Paul Mario
- Pat Smoot – John-Paul Mario, Kim Sonefeld, Diana Harvey, Steve Wichlenski, Kenton Heiden, Laraine Chulla, Cathy Burdette
- Robyn Fiel – Brian Chase
- George Martin – Shelly Grover
- Amber Petersen – Laureen Lofgren, Steve Wichlenski, Diana Harvey
- Amanda Cole – Dan Brave
- Marilyn Corazza – Steve Wichlenski
- Deb Hicks – Sue Duhamel, Brennan Hervey, Marc Walker
- Brian Brown – Ben Friedlander, Denise Drews, Rick Haupricht
- Cindy Lukehart – Denise Drews
- Denise Drews – Debbie Kampel, Brian Brown, Tracy Baer, Sierra Pacific Mortgage and herself
- Brandon Rimes – Patrick McDonald, Pat Smoot, Laraine Chulla, Brennan Hervey
- Courtney Davis – Affiliates for encouragement, Diana Harvey, Steve Wichlenski
- Christina Barron – TRUST Business Systems
- Dan Brave – Amanda Cole
- Gayle LaBonte read a letter from All Children’s Hospital thanking Affiliates for their donation and volunteer time during the holidays

Darien Goodloe and Amber Petersen were chosen to sponsor the International Marketing Session on February 19
John Papageorge was chosen to sponsor the LinkedIn course on February 24

Upcoming Events

February 13	DFC Designs’ ‘MIND the Matters’ at PRO, 9:30 a.m. to 11:00 a.m.
February 17	LSG Consulting Services’ ‘Masterminds for Realtors’ at PRO, 8:45 a.m. to 10:15 a.m.
February 18	PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Debbie Kampel hosting
February 20	Best View Photography’s ‘Business Portrait Session’ at PRO, 8:30 a.m. to 3:00 p.m.
February 24	Mutual of Omaha Bank’s ‘Building a Huge R.E. Biz w/Linkedin’ at PRO 10:00 a.m. to noon
February 26	Somers Title’s ‘From Contract to Commission’ seminar at PRO, 9:00 a.m. to noon
February 27	Blackburn Law Firm’s ‘Selling Property After a Death’ seminar at PRO 10:00 a.m. to noon

NEXT MEETING

Tuesday, February 25 at 10:30 a.m. at PRO – 4590 Ulmerton Rd. Clearwater, FL

Plan to attend the Affiliate Orientation at 9:00 a.m. that day if you have not yet attended one.

Affiliates Around the Table will be held at 12:15 p.m. that day

The 2014 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>