

Affiliate Business Partners Meeting #12 Minutes
Friday, June 23 | 10:30 a.m.
Auditoriums A, B & C

AFFILIATE MEMBERS

** indicates Major Sponsor*

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

Affiliate Board Members:

Samantha McDermott, Secretary IBERIABANK*
April Kalapp First American Title
Melissa Ems Melissa Ems Insurance*
Trevor Smith The Heckman Group*
Pat Stobie Total Title Solutions*
John Barcelo Valucentric

NOT PRESENT:

Denise Drews American Bancshares Mortgage*
Dylan Barrie Rock's Moving Co*

Ambassador Mentor:

Deb Hicks Suddath Global Moving Services*

Affiliate Mentors:

Kim Bauer 1-800-GOT-JUNK*
Laura Vetter Home Warranty of America*

Major Affiliate Sponsors:

Laura Tennant Access Reverse Mortgage
Frank Gemma Caliber Home Loans
Chris Shinham First Class Moving
Danielle Kirschbaum International Title Partners
Amber Petersen JDi Solutions – Legal Shield
Sally Petersen JDi Solutions – Legal Shield
Janice Goodall Melissa Ems Insurance
Jude Davis Powur
Jeff Beerbohm Total Title Solutions
Ray Rau VanDyk Mortgage
Jeff Starnes VanDyk Mortgage
Carmela Townsend VanDyk Mortgage

Affiliate Members:

Brian Brown Old Republic Home Protection
Dr. Mike Lesyshyn Savvy Health
Elizabeth Madray Legal Shield
Will Merritt InterLinc Mortgage
Ernie Serrano Financing Hard Money LLC
Adam Ellis Bank of the Ozarks
Annamarie Dotson Dotson Accounting Services
Yara Torres State Farm – Team Cocco
Rich Lowry American Security Mortgage
Tamarin Moulton Parish Insurance Agency
Rich Mowles Coast to Coast Title
Megan Galane Mountain West IRA
Gregg Murray Magic Mortgage USA
Dan Hagaman Hagaman Promotions & Awards
Megan Lacombe Majesty Title
Lyndsay Carrus Blanchard Insurance
Mark Mastry Auction.com
Susan Brown S & L Interiors
Tommy Tow INSPECTIMUS
Louis Bakkalapulo Attorney Title Services
Joe Alsobrook Colonial Life
Jamie Moutinho Dot Kom Consulting
Melissa Menikheim SEC Inspection/Prohealth Pest C.
Nancy Van Lenten MIDFLORIDA Credit Union
Pat Smoot Professional Mortgage Alliance
Kierslyn Kujawa SunPoint Home Loans
Randy Crouse Sand Dollar Home Inspection
John Barie John Barie Designs
Trisha Murphy Nations Title Agency
Vladimir Larivaud Title & Abstract Agency of America
Sherry Keenan Best View Photography
Lauren Misa First International Title
Alexandria Fitzhugh Suntrust Mortgage
Sonia Pfizenmaier Kron & West A/C
Katrina Grenon Stewart Title
Paula Blanda Solutions Insurance
Jason Nordin American Momentum Bank
Forrest Baumhover Westchase Financial Planning
Kim Smith Security National Mortgage
Bud Elias Advantage Group
Jennifer Rabon HUB International

There were 4 guests in attendance.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul, Affiliate Board, Affiliate Ambassador Mentors, Affiliate Mentors, PRO Staff

- Guests
- REALTOR® Guests
- New Members
- Existing Members

\$1,950 was raised for Johns Hopkins All Children's Hospital

3. Announcements

- June birthdays were recognized
- 2 tables remain for the Wine & Food Festival (\$250) – August 11
- Major Sponsorships for the Wine & Food Festival are still available – two Food Table sponsorships (\$1,000) and one Valet sponsorship (\$600) – contact Kim ksimmons@tampabayrealtor.com for more info
- PRO's Annual Meeting is September 15, tables (FREE) will be raffled off at the July 25 Affiliate Meeting
- June's PRO Connect social – 83 members came, 19 of which were brand new – Paula Blanda hosted and did a great job with decorating the tables in the area and made a fun evening of it by facilitating a game to help people network and get to know each other
- John-Paul asked meeting attendees to turn to the person sitting next to them and introduce themselves, then find a word that would describe that person
- PRO is closed Tuesday, July 4

4. 2017 Goals and Objectives

- At the end of every year the incoming Affiliate Board meets to set goals for the following year
Goals set for 2017 are:
 - RPAC – still waiting to see what type of recognition we'll receive
 - Improve/strengthen Mentor Program – if you want to be a Mentor, email AffiliateChairman@gmail.com you must have been a member for at least two years
 - Meet with one new member per month and report back to Affiliate Board – in progress, it's working great
 - Establish/improve donations and silent auction – Melissa Ems is the dedicated person to help with this and has done a great job
 - Finding point person for silent auction – Melissa Ems as well
 - Be more visible at meetings/events/social – not meeting this goal, Affiliate Board needs to improve at this
 - North County PROConnect – voted not to have one due to venues not willing to meet our needs
 - Focus on engaging Realtor members – in progress, doing a great job at this

5. Topic: Where are we with our business plan?

- Have you reviewed your goals for 2017 yet?
- Are you connecting with Realtors?
- Are you taking advantage of your Affiliate Membership benefits?
- You need to be going back to your business plan and reviewing it on a regular basis
- If you didn't develop a business plan for 2017, you may want to start thinking about a plan for 2018
- We will host a session soon about successful business planning and how PRO and your membership benefits can be helping you

6. Affiliate Presentations

- Louis Bakkalapulo – Attorney Title Services
- If you want to make a presentation, email AffiliateChairman@gmail.com

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

- Sonia Pfizenmaier – Paula Blanda

- Paula Blanda – Adam Ellis, Jeff Beerbohm, Jay Smith, Tammy Kulakowski, Melissa Ems, Amber Petersen, Sally Petersen, Stephanie Cokos, Dylan Barrie, American Equity Mortgage, Wells Fargo, Laureen Lofgren, Megan Lacombe, John-Paul Mario
- Pat Stobie – printed Affiliate Directory
- Janice Goodall – Torrie Jasuwan, Yara Torres, Trevor Smith, Joe Alsobrook, John Barcelo, VanDyk Mortgage
- Melissa Ems – Paula Blanda
- Sherry Keenan – Kron & West A/C, Linda Goldfarb
- Samantha McDermott – Rick Haupricht, Denise Drews, Melissa Ems, Trevor Smith, Brian Heckman, Robyn Fiel, Frank Gemma
- Pat Smoot – Michelle Rothwell
- Melissa Menikheim – Pat Stobie, Sarah Hasch, VanDyk Mortgage

8. Upcoming Event - Pre-4th-of-July Celebration

- Friday, June 30, 11:00 a.m. to 3:00 p.m.
- All members may attend the event – please encourage your Realtor contacts to come
- One sponsor cancelled, so a new one was chosen: Danielle Kirschbaum

NEXT MEETING

Friday, July 7 from 10:30 a.m. to noon at PRO – 4590 Ulmerton Rd. Clearwater, FL

This is also a Marketing Session/Pitch Meeting. Realtors interested in pitching their properties should email

AffiliateChairman@gmail.com the MLS ID #s of the properties.

The 2017 Affiliate Meeting schedules are located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>