

Affiliate Business Partners Meeting #12 Minutes

Tuesday, June 24, 2014 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

Kim Sonefeld

AFFILIATE MEMBERS

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

Affiliate Board Members:

Denise Drews	Sierra Pacific Mortgage	Melonie Harris	Wallace Welch & Willingham Insurance
Gayle LaBonte	Consumer Title and Escrow Services	Jacqueline Phillips	Trust Business Systems
Robyn Fiel	Sierra Pacific Mortgage	John Fischer	Fifth Third Bank
John Barcelo	Applied Technology Resources	Leona Broussard	AFLAC
Francine Villa	Sierra Pacific Mortgage	Heather Joie	Rick's Home Theatre Store
Brian Chase	Tampa Law Source	Rick Shook	Rick's Home Theatre Store
George Martin	Bullseye Surveying	Tina Cahill	Paramount Mortgage
NOT PRESENT:		Marc Walker	Waddell & Reed
Linda Goldfarb	LSG Consulting Services	Maria Walkiewicz	East Lake Woodlands Country Club

Affiliate Mentors:

Edina McGuire	Sierra Pacific Mortgage	Tim Jaskiewicz	Smart Move Moving & Storage
Debbie Kampel	Wells Fargo Short Sales	Brian Brown	Old Republic Home Warranty
Amber Petersen	LegalShield	Dylan Barrie	Rock's Moving Co.
Rick Haupricht	GreenLeaf Title	Annamarie Dotson	Dotson Accounting Services
John Barie	JB Health Care	Bryan Crider	Mutual of Omaha Bank
Diana Harvey	DFC Designs	Lori Stuller	Stuller Drywall
NOT PRESENT:		Scott Tennant	Access Reverse Mortgage
Melissa Rodgers	SEC Inspection/Pest Control	Samantha McDermott	Florida Bank
Mary Ellen Zurawski	ThinkQuik	Gina Couture	Mr. Rekey
Laureen Lofgren	Florida Bank	Diana Schwarz	Fiduciary Funding
Joyce Smith	Somers Title	Lynn Allison	Team Stapleton of VanDyk Mortgage
Joel Morris	Somers Title	Walter DeVenne	Brightline Title
Pat Smoot	SecurityNational Mortgage Co.	Steve Wichlenski	DFC Designs
Jon Galane	Mountain West IRA	Kim Leach	Bill Arrington Insurance
Christian Rava	North American Title Co.	Sue Duhamel	Redefined Moving
Penny Lee Todd	PennyRich Pool Services	Deb Hicks	Suddath Relocation Systems
Linda Blanton	Third Federal Savings & Loans	Cathy Blackburn	Blackburn Law Firm
Laraine Chulla	TLC Home Improvement Coordination	Abbie Lewin	Tampa Bay Title
Dr. Clark Walters	Hand & Foot Chiropractic	Michelle Rothwell	Clear Title America
Robin Emanuel	Budget Self Storage	Jerry Smith	A Snoop Inspection
Nelson Garcia	Sierra Pacific Mortgage	Jeff Beerbohm	Total Title Solutions
Susan Brown	S & L Interiors	Courtney Davis	Bright Light Solutions
Starr Armstrong	Five Starr Staging & Redesign	Dan Brave	Carpet Docs
David Tate	David Tate Insurance Allstate	Ben Friedlander	Ben's Pens & More
Jerick Johnston	GadgitKids	Sherry Keenan	Best View Photography
Tab Brown	Storm Fitters	Judy Pettitt	Hand & Foot Chiropractic
		Brian Aber	Rising Point Solutions

Also in attendance were 9 guests.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul, Affiliate Board Members, Affiliate Mentors

3. Introductions: guests, new members, existing members

- \$130 was raised for All Children's Hospital during introductions
- June's birthdays were acknowledged

4. Reminders/Announcements

- Affiliate Wall – only one slot per person, do not move cards around
- There have been 2,888 possible connections at PRO events since January
- October 17 is the Wine & Food Festival – make your calendars now. Major sponsorships are still available – contact John-Paul if you're interested (johnpaulasid@gmail.com)
- Promote the Realtor Professional Development Scholarship to Realtors
- There will be a cookout at PRO on July 1 – all members are invited from 11:30 a.m. to 3:30 p.m. All members are invited to attend – dress is casual.
- The pot for the 50/50 raffle is up to \$1,200
- The next round of Affiliate Gift Bag Program assembly and delivery will be July 2 at 2:30 p.m. at PRO – Diana Schwarz, Carla Nix, Carrie Esposito, Jon Marshall are up to help
- Affiliate branded pins are now available for \$20 – all proceeds benefit All Children's Hospital – see John-Paul to buy one
- The next Affiliate Review Meeting is July 17 from 3:00 p.m. to 4:30 p.m. at PRO. If you joined the Affiliate Program since April 1, please plan to attend.
- The next PRO Connect social at Bar Louie in Clearwater is August 13 from 5:30 p.m. to 7:00 p.m.
- Spotlight Affiliates July:
Week of July 7: Green Tech Termite & Pest Control and Neighborhood Home Solutions
Week of July 14: Sierra Pacific Mortgage and Lakewood Ranch Communities
Week of July 21: Patriot Lending and Old Republic Home Warranty
Week of July 28: Fiduciary Funding and Commission Express

5. Topic: Amaze Every Customer Every Time

- Why should you bother learning what it takes to amaze every customer every time?
- Level of customer service experience that gives you a clear advantage in any economy or marketplace
- Amazement is what makes it easy for you to stand out and win repeat business
- You must have a passion to serve your company, your clients, and your potential clients
- What do you stand for? What do you want to be known for? How are you going to amaze your customers, friends, and family?

6. Affiliate's Presentations: Starr Armstrong – Five Starr Staging & Redesign
David Tate – David Tate Insurance Agency
John Barcelo – Applied Technology Resources
Sue Duhamel – Redefined Moving

Email John-Paul (johnpaulasid@gmail.com) to sign up to speak at a future meeting.

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

- Robin Emanuel – Courtney Davis
- Deb Hicks – Dylan Barrie, Tim Jaskiewicz, Sue Duhamel, Samantha McDermott
- Dylan Barrie – Rick Haupricht, Tim Jaskiewicz, Sherry Keenan, John-Paul Mario
- Amber Petersen – Rick Haupricht, Laureen Lofgren, those who have LegalShield coverage
- Samantha McDermott – Deb Hicks, Denise Drews
- Laureen Lofgren – Sally and Amber Petersen, John Barcelo, Denise Drews, Robyn Fiel, Edina McGuire
- Lori Stuller – Linda Goldfarb, Sue Duhamel, Laraine Chulla, Drew Corazza
- Robyn Fiel read a letter from Realtor Ellie Lebohner thanking JP for inviting her to an Affiliate meeting

8. Upcoming Events

- July 1 – Pre-4th-of-July Celebration at PRO, 11:30 a.m. to 3:30 p.m. Affiliate volunteers selected: Sally Petersen, Brian Brown, Ben Friedlander, Walter DeVenne, Debbie Kampel-Miller, Jay Craig Wright
- July 8 – SavvyCard's 'Basic Training for Affiliates' at PRO, 10:30 a.m. to 11:30 a.m.
- July 9 – Affiliate Open House at Mountain West IRA, 609 Court St in Clearwater, 3:00 p.m. to 7:00 p.m.
- July 15 – PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Michele Ondrey is hosting
- July 16 – PIC's 'International Marketing Session' at PRO, 3:30 p.m. to 5:00 p.m. Affiliate sponsors selected: Amber Petersen, Tab Brown
- July 17 – Mountain West IRA's 'Building Wealth in Self-Directed IRAs', at the Palm Harbor Library, 1:30 p.m. to 3:30 p.m.
- July 21 – LSG Consulting Services' 'Masterminds for REALTORS®' at PRO, 8:45 a.m. to 10:15 a.m.
- July 21 – SavvyCard's 'Basic Training for Affiliates' at PRO, 12:30 p.m. to 1:30 p.m.
- July 21 – Mountain West IRA's 'Building Wealth in Self-Directed IRAs' at the St. Pete Main Library, 1:30 p.m. to 3:30 p.m.

NEXT MEETING

July 7 | 10:30 a.m. to noon | PRO – 4590 Ulmerton Rd. in Clearwater.

Invite your Realtor contacts to this meeting to introduce themselves and their listings to us!

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