

Affiliate Business Partners Meeting #14 Minutes
Tuesday, July 25 | 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*
Denise Drews American Bancshares Mortgage*
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:

Dylan Barrie Rock's Moving Co*

Ambassador Mentor:

NOT PRESENT:

Deb Hicks Suddath Global Moving Services*

Affiliate Mentors:

Kim Bauer 1-800-GOT-JUNK*

NOT PRESENT:

Laura Vetter Home Warranty of America*

Major Affiliate Sponsors:

Laura Tennant Access Reverse Mortgage
Mac Tennant Access Reverse Mortgage
Francine Villa American Bancshares Mortgage
Shannon Corinti American Bancshares Mortgage
Laureen Lofgren IBERIABANK
Danielle Kirschbaum International Title Partners
Amber Petersen JDi Solutions – Legal Shield
Sally Petersen JDi Solutions – Legal Shield
Stephanie Cursi Melissa Ems Insurance
Robin Emanuel Peace of Mind Home Inspections
Jude Davis Powur
Ray Rau VanDyk Mortgage
Jeff Starnes VanDyk Mortgage

Affiliate Members:

Dr. Mike Lesyshyn Savvy Health, Inc.
Elizabeth Madray Legal Shield
Gregg Murray Magic Mortgage USA
Dan Hagaman Hagaman Promotions & Awards
Megan Lacombe Majesty Title
Pat Smoot Professional Mortgage Alliance
Randy Crouse Sand Dollar Home Inspection
John Barie John Barie Designs
Trisha Murphy Nations Title Agency
Sonia Pfizenmaier Kron & West A/C
Paula Blanda Solutions Insurance
Forrest Baumhover Westchase Financial Planning
Sam Azarian Albrecht Marketing
Rick Haupricht GreenLeaf Title
Michelle Rothwell Your Mortgage Source
Sarah Foster Gulfside Windows, Doors & More
Rick Heiss 360 Tour Designs of Clearwater
Cathy Heiss 360 Tour Designs of Clearwater
Michelle Lewis Movement Mortgage
Joe Alsobrook Colonial Life
Nate Cocco State Farm – Team Cocco
Yara Torres State Farm – Team Cocco
Angelina Godfrey Doug Mayer Insurance Agency
Stephen Vincelli American Momentum Bank???
Kevin Bluto Ideal Home Solutions of Florida
Ray Walton DEFCONTWO
Rich Mowles Coast to Coast Title
Jamie Thompson Dot Kom Consulting
Shane Price Target Surveying
Debbie Kappel Wells Fargo Short Sales
Bonnie Callahan Movement Mortgage
Annamarie Dotson Dotson Accounting Services
Sherry Keenan Best View Photography
Joyce Smith Somers Title
Jason Keen Keen Inspections
Vladimir Larivaud Title & Abstract Agency of America
Anita Fabrizio Tampa Personal Concierge
Marty Carpenter Martin Carpenter's A/C
Randy Crouse Sand Dollar Home Inspections
John Barie John Barie Designs
Christine Washick Affordable Lock & Security
Art Simon Homefield Inspections
AJ Albrecht Albrecht Marketing
Megan Galane Mountain West IRA

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

\$282 was raised for Johns Hopkins All Children's Hospital

3. Announcements

- July birthdays were recognized
- At the August 11 Marketing Session, we'll have brand new Realtor members in attendance
- If you lease space in the Executive Suite, please do not use John-Paul's conference room
- PRO Connect – there were multiple complaints about the last event – these events are for networking ONLY, not for personal/dating connections
- Affiliate Family Connect option has been discontinued
- If you sponsor classes/events at PRO, a maximum of TWO people from your company may attend the sponsorship
- John-Paul will no longer open the door for anyone prior to 8:30 a.m. unless they are hosting or sponsoring a class
- The 'John-Paul Mario Distinguished Service Award' recipient will receive free membership and an invitation to the Affiliate Board Dinner
- 5,046 connections have been possible since January 1 – an average of 721 a month
- Affiliate Spotlight for August:
Week of Aug. 7: Westchase Financial Planning and Stewart Title
Week of Aug. 14: Envoy Mortgage and Triad Construction and Management Services
Week of Aug. 21: Third Federal Savings & Loan and Walker Ford
Week of Aug. 28: Total Title Solutions and Innovative Agent Services

4. Topic: Words that work

- Use certain words in place of others:
DON'T USE USE INSTEAD
'got' 'receive'
'require' 'need'
'talk about' 'discuss'
'You guys' 'ladies and gentlemen'
'Get in touch' 'discuss'
'Make sure' 'ensure'
'Give you' 'provide you with'
'I think' 'I can'
'Tell why' 'explain'
- Avoid acronyms in written, professional correspondence
- Use words that matter and sound professional

5. Affiliate Presentations

- Access Reverse Mortgage - Laura Tennant
- John Barie Design - John Barie
- Westchase Financial Planning - Forrest Baumhover
- Albrecht Marketing - Sam Blaze (Azarian)

If you want to make a presentation, email AffiliateChairman@gmail.com

6. Update – Affiliate Guidelines and Procedures

- PRO's address, Josh Cruz and Kim Simmons' contact info has been added

- NEW: Hosting a class at PRO – if you want to obtain someone to co-host or co-teach, you must submit this request to Jan Dean at PRO who will submit the request to the Affiliate Board which may get raffled off at an Affiliate Meeting. If you get your own co-host or co-teacher who is an Affiliate, you must rent the room and PRO will not promote it.
- NEW: Affiliates may attend classes at PRO, but you may NOT network, promote yourself, or solicit business before, during, or after the class
- NEW: Stacy Shawn is now the staff member at PRO responsible for booking room rentals – SShawn@tampabayrealtor.com
- REMINDER: when sponsorships are raffled off at Affiliate Meetings only one business card per company may be entered, and you must be in the room if selected

7. PRO's Annual Meeting & Installation of 2018 Board of Directors

- Friday, September 15 at PRO
- NO Affiliates may attend this event, except one person from each table sponsor's company
- Prizes given out that day include Best Dessert, 1st Place Table, 2nd Place Table, 3rd Place Table
- Table sponsors chosen were
 1. Power – Jude Davis
 2. Keen Building Inspections – Jason Keen
 3. Martin Carpenter's A/C & Heating – Martin Carpenter
 4. State Farm Team Cocco – Nate Cocco
 5. 360 Tour Designs of Clearwater – Cathy Heiss
 6. Your Mortgage Source – Michelle Rothwell
 7. Sand Dollar Home Inspections – Randy Crouse
 8. Movement Mortgage – Michelle Lewis
 9. Majesty Title – Megan Lacombe
 10. Melissa Ems Insurance – Stephanie Cursi
 11. Solutions Insurance – Paula Blanda

8. Update – 7th Annual Wine & Food Festival

- Friday, October 15 at PRO
- Nearly \$20,000 in 50/50, raffle tickets have been sold
- All raffle ticket books checked out must be returned to John-Paul Mario, Melissa Ems, or Linda Derrick
- Silent auction items are needed
- Food Table Sponsorships remain (\$1,000), and the Valet Sponsor remains (\$600)
- 3 table sponsors chosen were
 1. Gulfside Windows Doors & More – Sarah Foster
 2. Keen Building Inspections – Jason Keen
 3. John Barie Designs – John Barie

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

- Melissa Ems – Paul Hendriks, Martin Carpenter, Trevor Smith, Torrie Jasuwan, Frank Gemma, Chris Rose, Carrie Renner, Pat Stobie
- Paula Blanda – Joe Alsobrook, Sonia Pfizenmaier, Melissa Ems, Adam Ellis, Brian Brown, Jay Smith, Jeff Beerbohm, Tammy Kulakowski, multiple mortgage members, Stephanie Cokos
- Sonia Pfizenmaier – Lauren Lofgren
- Sally Petersen – Sherry Keenan
- Jude Davis – John-Paul Mario
- Jason Keen – Randy Crouse, Danielle Kirschbaum
- Amber Petersen – Rick Haupricht
- Megan Galane – Dan Hagaman, Robyn Fiel
- Dan Hagaman – Megan Galane

10. Upcoming Events

Mon. July 31 – Westchase Financial Planning's 'Financially Survive Your 1st Year as a Realtor', 10am to 11am – one sponsor chosen was Megan Lacombe with Majesty Title

Wed. Aug. 9 – SavvyCard's 'Basic Training for Realtors', 2:30pm to 3:30pm

Thu. Aug. 24 – 30 Under 30 Panel Event, 4pm to 6:30pm at GTR – 2 sponsors chosen were Paula Blanda with Solutions Insurance and Jude Davis with Powur

NEXT MEETING

Friday, August 11 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/>