

Affiliate Business Partners Meeting #17 Minutes

Friday, September 23, 2016 | 10:30 a.m.

Auditoriums A, B & C

AFFILIATE MEMBERS

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

Affiliate Board Members: *indicates major sponsor

Samantha McDermott, Secretary IBERIABANK*

Dylan Barrie Rock's Moving Co*

John Barcelo ValuCentric and A&B Info Systems

Pat Stobie Total Title Solutions*

Marc Walker Waddell & Reed

NOT PRESENT:

Denise Drews American Bancshares Mortgage*

Robyn Fiel Synovus Mortgage

Scott Tennant Access Home Mortgage*

Ambassador Mentors:

John Barie Classic Design Associates

Edina McGuire American Bancshares Mortgage*

Affiliate Mentors:

Deb Hicks Suddath Relocation Systems*

Stephanie Stephens Total Title Solutions*

Laura Vetter Home Warranty of America

NOT PRESENT:

Nelson Garcia SunPoint Home Loans

Major Sponsors:

Mac Tennant Access Reverse Mortgage

Diana Schwarz Fiduciary Funding

Laureen Lofgren IBERIABANK

Sonia Pfizenmaier Kron & West A/C

Marshall Shepherd RE Home Photography

Michelle Gilbert Sapphire Title & Escrow

Paul Koch Sapphire Title & Escrow

Other Members cont:

Melissa Ems

Ginny Cannon

April Kalapp

Amber Petersen

Sally Petersen

Nicole Morales

Heather Joie

John Ricker

Sandra Ceballos

Bill Pearson

Sylvia Borden

Danielle Kirschbaum

Anita Fabrizio

Stephanie Cokos

Susan Kral

Gregg Murray

Penny Lee Todd

Dave Gerald

Debra Lee

Lauren Misa

Leonna Broussard

Richard Benedict

Louis Bakkalapulo

Laurie Lupke

Bob Dorian

Pat Smoot

Michelle Rothwell

Tamatha Spangler

Marcus Eddy

Lori Valentine

Brian Brown

Keith Long

Dan Hagaman

Orlando Imai

Deborah Iannuzzi

Irene Konowal

Donna Powell

Susan Brown

Frank Gemma

Kim Bauer

Rosanne Clementi

Melissa Ems Insurance

Cabi

First American Title

Legal Shield

Legal Shield

Morales and Associates, PA

Rick's Home Theatre Store

Baxter Title

Silver Roots

Pinellas Drone Service

Tampa Bay Community Develop.

United Title Affiliates

Tampa Personal Concierge

Kira Doyle Law

Huega Home

Magic Mortgage

Butterfly Connections

Habitat for Humanity

Innovation Cabinetry

First International Title

Legal Shield

Mass Mutual Financial Group

Attorney Title Services

2-10 Home Buyers Warranty

Tampa Bay Times

SNMC Reverse Mortgages

Your Mortgage Source

Currencies Direct

Path 2 Water Group

Path 2 Water Group

Old Republic Home Protection

Journalist On Call

Hagaman Promotions

Allstate Financial

Sheriffs Ranches Enterprises

Primerica

Pillar to Post Home Inspectors

S & L Interiors

Caliber Home Loans

1-800-GOT-JUNK

Clementi Environmental Consult.

Ruddy Turnstone Product Dev.

AGENDA ITEMS

1. Mission Statement

2. Welcome Guests – 3 guests were in attendance

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

4. Introductions:

- New Members
 - Existing Members
- \$600 was raised for All Children's Hospital*

5. Announcements

- September birthdays were recognized
- The two TVs that display ads are down and will be upgraded very soon
- PRO's Annual Meeting & Installation was a success. John-Paul read two thank you notes.
- Today's Around the Table is the last one of 2016
- October 28 Affiliate Meeting – we will have a Halloween party in the auditorium after the meeting and there will be a costume contest where monetary prizes (\$100, \$75, \$50) will be awarded
- If you have been assigned a Mentor, please keep in mind that they are volunteers and respect their time – return phone calls and emails
- Affiliate Expo and Fall Festival – November 14 – tables will be raffled off at the October 7 meeting
- 2017 Affiliate Board – annual retreat will be December 7 at PRO
- Affiliate Holiday/Christmas Party and Installation of 2017 Board – December 16 – RSVP online soon (look for Kim's email)
- 2017 Affiliate Meetings are posted under the Affiliate section of PinellasRealtor.org
- The Wine & Food Festival is October 14 – we are still accepting silent auction donations. ANYONE, even non-members may attend. **The silent auction is now live: go to m.silentauctionpro.com on your phone, enter group number 855, and tap register. One registered you can use the same process to log back in, but tap the log in button instead of the register button.**
- 6,759 total connections were made this year so far, with an average of 751 per month

6. Topic: "Chairman's Report"

- There are many membership benefits that are included in your dues – NO extra charge
- Please take advantage of these things – everything is designed to help you promote your business and get you in front of other members
- How will you take advantage of your membership in 2017?
- The Affiliate Business Partners has nearly \$70,000 in their account – this money enables Affiliates to take advantage of free sponsorships, purchase door prizes at events, pay for Realtor membership dues for Realtors, etc.
- Realtor and Affiliate membership at PRO has grown over the years
- RPAC – several years back the Affiliates donated \$1,000 but didn't receive recognition. Joe Farrell, PRO's Director of Public Affairs, approached John-Paul and the Board about donating again. The Affiliates contributed \$5,000 to RPAC this year and were recognized at the Annual Meeting.
- Affiliate Membership Dues will increase in 2017 – Primary membership will be \$260 and Secondary membership will be \$60.

7. 2nd Follow Up with April Kalapp

- April was tasked with networking and following up with the members she chose that she had never met
- One meeting with a non-member was centered around the Affiliate program and if it was worth the money
- Her advice is BE INVOLVED – it's what you make of it

8. Affiliate Presentations

Orlando Imai – Allstate Financial
Sylvia Borden – Tampa Bay Community Development

Presentation slots are filled through April 2017. Email AffiliateChairman@gmail.com if you want to make a presentation at an upcoming meeting beyond that. PowerPoints are due to John-Paul 2 weeks prior to the meeting date and are limited to 5 slides.

9. 2017/2018 Affiliate Directory

Prime ad space was raffled off:

- Back Cover – Clementi Environmental Design
- Inside Front Cover – Melissa Ems Insurance
- Inside Back Cover – Kron & West A/C

Monday, September 26 is when general ad space goes on sale. Look for the email from Kim.

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

- Deb Hicks – Deborah Iannuzzi, Dylan Barrie, Kim Bauer, Smart Move Moving & Storage
- Dylan Barrie – Scott Tennant, John Barcelo, Smart Move Moving & Storage, Megan Willoughby
- Marcus Eddy – Keith Long
- Sonia Pfizenmaier – everyone who contributes to All Children's Hospital
- Dan Hagaman – John Ricker, Orlando Imai
- Sally Petersen – Kim Bauer
- John Ricker – Dan Hagaman
- John Barcelo – Frank Gemma, Robyn Fiel, Dylan Barrie, Michelle Gilbert, Megan Willoughby, April Kalapp
- Laureen Lofgren – Brian Brown
- Penny Lee Todd – Deborah Iannuzzi, Irene Konowal
- Amber Petersen – Laureen Lofgren
- John-Paul Mario – Dylan Barrie and Rock's Moving Co.

Upcoming Events

Sept 26 – LSG Consulting Services' 'Real Estate Mastermind Group of Tampa Bay' at PRO, 8:45am to 10:15am
Oct 4 – Pinellas International Council's 'Membership Luncheon' at PRO – 3 SPONSORS CHOSEN were Pat Smoot, Donna Powell, Danielle Kirschbaum and 1 BACKUP SPONSOR CHOSEN was Orlando Imai

Affiliate Spotlight in October

Week of October 3 – Silver Roots and Journalist on Call

Week of October 10 – Hagaman Promotions and Awards and Brightway Insurance

Week of October 17 – DR Horton and Waddel & Reed

Week of October 24 – Valucentric and Classic Design Associates

NEXT MEETING

Friday, October 7, 2016 | 10:30 a.m. to noon | PRO – 4590 Ulmerton Rd. in Clearwater.

WE WILL BE RAFFLING OFF TABLES (\$100) FOR THE AFFILIATE EXPO & FALL FESTIVAL (NOVEMBER 14)

This is a Marketing Session/Pitch Meeting. Invite your Realtor contacts to this meeting to introduce themselves and their listings to us! MLS listing ID#s must be emailed to AffiliateChairman@gmail.com

The 2016 and 2017 Affiliate Meeting schedules are located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>