

Affiliate Business Partners Meeting #18 Minutes

Friday, September 18, 2015 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

Kim Sonefeld, Communications and Marketing Manager and Affiliate Program Liaison

AFFILIATE MEMBERS

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

Affiliate Board Members: *indicates major sponsor

Dylan Barrie *Rock's Moving Co**
Samantha McDermott *IBERIABANK**
Denise Drews *American Bancshares Mortgage**
Scott Tennant *Access Reverse Mortgage**
John Barcelo *Applied Tech Resources/ValuCentric*
Linda Goldfarb *LSG Consulting Services*

NOT PRESENT:

Brian Chase *Meridian Partners*
Robyn Fiel *Academy Mortgage*

Ambassador Mentors:

John Barie *JB Health and Life Solutions*
Edina McGuire *American Bancshares Mortgage**

Affiliate Mentors:

Laureen Lofgren *IBERIABANK**
Deb Hicks *Suddath Relocation Systems**
Marc Walker *Waddell & Reed*
Nelson Garcia *SunPoint Home Loans*

Major Sponsors:

Megan Galane *Mountain West IRA*
Brian Brown *Old Republic Home Protection*
Audra Snyder *Hughes Exterminators*
Pat Smoot *SecurityNational Mortgage Co.*
Paula Blanda *Strategic Insurance Services*
Melissa Rodgers *SEC Inspection Services*
Rick Moss *Paddock's Coffee Co.*
Diana Schwarz *Fiduciary Funding*
Joyce Smith *Somers Title*
Joel Morris *Somers Title*
Pat Stobie *Total Title Solutions*
Jake Alexander *Total Title Solutions*
Francine Villa *American Bancshares Mortgage*
Heather Joie *Rick's Home Theatre Store*
Murphy *International Title Partners*
Marilyn Corazza *Coastal Properties Network*
Marina Kron *Kron & West A/C*

Other Members:

Irene Konowal *Primerica*
Dr. Mike Lesyshyn, DC *Savvy Health, Inc.*
Barbara Pailley *Oasis Outsourcing*
Beth Blacker *OJ Mortgage*

Other Members:

Michelle Rothwell *Columbus Capital Lending*
Abbie Lewin *Tampa Bay Title*
Dan Hagaman *Hagaman Promotions and Awards*
Penny Lee Todd *Affiliate Family Connect*
Kim Bauer *1-800-GOT-JUNK*
Maria Walkiewicz *East Lake Woodlands Country Club*
April Kalapp *First American Title*
Elena Reed *Third Federal Savings & Loan*
Jackie McMahan *Third Federal Savings & Loan*
Steve Cohn *Commission Express*
Ryen Linder *Home Watch Contractors Network*
John Ricker *Baxter Title*
Jerry Smith *A Snoop Inspection*
Amber Petersen *JDi LegalShield*
Greg Adams *Genesis One Insurance Group*
Robin Emanuel *Budget Self Storage*
Kris Gehl *KG Photography*
Mary Lobdell *A Buyer's Choice Home Inspection*
Gideon Golden *Golden Construction Service*
Bob Johnson *Home Watch Contractors Network*
Joshua Lurette *Carrington Mortgage*
Stuart Bromfield *On Q Financial*
Neil Wicks *Regal Home Inspection*
Jamie Clark *True Concept Title*
Eric Lawson *360 Tour Vision*
Nancy Alvallero *First American Title*
Diane Partelo *Expert Messenger*
Jackie Tolisano *Wesapi Technologies*
Adam Richards *Brick & Mortar Photography*
Diane Benson *VanDyk Mortgage*
Tim McGurk *Island Marine Construction*
Megan Willoughby *GreenLeaf Title*
Tommy Conely *Tommy Locksmith*
Eric Maynard *Maynard Electric*
Erick Verdejo *Cosmopolitan Title Agency*
Thomas Murray *Edge of 9 Lounge and Events Center*
Sally Petersen *JDi Solutions LegalShield*
Dr. Clark Walters *Hand & Foot Chiropractic*
Susan Brown *S & L Interiors*
Debra Lee *Innovation Cabinetry*
Mary Lehman *Fidelity National Title*
Selena Castillo *Sapphire Title & Escrow*
Orlando Imai *MetLife*
Katrina Moyer *State Farm Bank*

Also in attendance were 9 guests.

AGENDA ITEMS

1. Mission Statement

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

3. Introductions: major sponsors, guests, new members since last meeting, existing members

- \$1,537 was raised for All Children's Hospital during introductions
- September's birthdays were acknowledged

4. Announcements

- September 22 Open House is cancelled
- \$6,400 in membership dues have been given away to Realtors from Affiliates – in the future all Realtors who win dues must come to a Marketing Session to receive a certificate and accept the dues
- The Annual Meeting and Installation was a great success: Best Dessert went to April Kalapp with First American Title, 3rd Place Table went to Bob Dorian with Tampa Bay Times, 2nd Place Table went to Stephanie Stephens with Sapphire Title & Escrow, 1st Place Table went to Columbus Capital Lending, John Barie with JB Health & Life Solutions was awarded Affiliate of the Year. Special thanks to Eric Maynard with Maynard Electric, Kris Gehl with KG Photography, and Dylan Barrie with Rock's Moving Co.

5. Topic: 2015 Membership

- Do you want to renew your membership with PRO in 2016? What about other organizations? Ask yourself where you're getting business from.
- Have you taken advantage of your membership this year? Have you made yourself known? How have you marketed yourself in 2015?
- We average 565 Realtors in the building per month – how many connections have you made?

6. Affiliate Presentations

1. Maria Walkiewicz – East Lake Woodlands County Club
2. John Barcelo – Valucentric
3. Megan Galane – Mountain West IRA

7. 2015 Wine and Food Festival

- October 16 from 5:30 p.m. to 9:00 p.m. at PRO
- Silent Auction items are still needed
- Candles can be purchased and all proceeds will benefit All Children's Hospital
- Planning Committee will meet on September 29 at 3:30 p.m. at PRO – Deb Hicks, Laureen Lofgren, April Kalapp, Ruth O'Leary, Sherry Keenan, Ken Jones and Heather Joie are committee members

8. 2015 Affiliate Expo & Fall Festival, breakout sessions

- Friday, November 6 from 10:30 a.m. to 4:00 p.m.
- Tables will be raffled off at the next Affiliate meeting – 68 tables will be available for \$75 each – all of that money will go to All Children's Hospital and the Ronald McDonald House
- Tables (rectangle, 5 feet by 2 feet) must be set up by 9:00 a.m. on November 6 – doors will open at 7:00 a.m. that day

9. 2016 Affiliate Directory

A raffle was held to determine who will get the "prime" ad space in the Directory

- Back cover: SEC Inspection Services
- Inside back cover: American Bancshares Mortgage
- Inside front cover: Classic Design Associates
- Other ads will go on sale on Tuesday, September 22

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

- Dylan Barrie – Barbara Pailley, John-Paul Mario, David Bennett, PRO Staff, Affiliates who participated in the Annual Meeting
- Pat Smoot – Paula Blanda, Dr. Clark Walters
- John Ricker – Dan Hagaman
- Deb Hicks – Hannah Peters, Kim Bauer, Brandi Gabbard
- Marilyn Corazza – Kim Bauer, Courtney Nestler, Lori Stuller
- Denise Drews – Abbie Lewin, Francine Villa
- Paula Blanda – Frank Gemma, Waterstone Mortgage, Jackie McMahon, Melissa Rodgers, Hannah Gross, Dylan Barrie, John-Paul Mario, David Bennett
- Scott Tennant – John Barcelo, Brian Brown, Laura Vetter
- Brian Brown – Nelson Garcia, Linda Goldfarb, David Bennett, John-Paul Mario
- Melissa Rodgers – Pat Stobie, Hannah Gross
- Sally Petersen – Michelle Rothwell
- John Barcelo – Michelle Rothwell, Megan Willoughby
- Dan Hagaman – John Baxter
- Kim Bauer – Coastal Property Services, Dan Hagaman, Robin Emanuel, Deb Hicks
- Penny Lee Todd – Dr. Clark Walters
- Amber Petersen – Laureen Lofgren
- Megan Galane – Edina McGuire, John Barcelo, Megan Willoughby, Dan Hagaman, John-Paul Mario
- April Kalapp – Denise Drews, John Barcelo, John-Paul Mario, PRO
- John-Paul read two thank you letters from Realtors (Leon Sarkisian and Jason Adler) regarding the Annual Meeting

11. Upcoming Events

Sept. 18 – SavvyCard's 'Basic Training' at PRO, 12:30pm for Affiliates, 2:00pm for Realtors

Sept. 21 – LSG Consulting Services' 'Real Estate Mastermind Group of Tampa Bay' at PRO, 8:45am to 10:15am

Sept. 22 – Somers Title's 'From Contract to Commission Part 2' at PRO, 9am to noon

Sept. 23 – American Bancshares Mortgage's 'Ask me Anything' at the St. Pete Main Library, 1:30pm to 3:30pm

Sept. 24 - American Bancshares Mortgage's 'Ask me Anything' at the Palm Harbor Library, 1:30pm to 3:30pm

Sept. 25 – Heckman Group at SW Funding's 'Database Magnet – Marketing' at PRO, 9:30am to 11:30am

Sept. 25 - Heckman Group at SW Funding's 'Communication and Follow Up Plan' at PRO, 1pm to 3pm

Oct. 13 – Broker Forum at PRO from 2pm to 4pm, sponsors chosen are Denise Drews and John Barie

Oct. 22 – Broker Breakfast at PRO from 8am to 10am, sponsors chosen are Diana Schwarz and Orlando Imai

Affiliate Spotlight in October

Week of Oct 5: Innovation Cabinetry and ERA Credit Services

Week of Oct 12: Sawgrass Real Estate Academy and 360 TourVision

Week of Oct 19: Hagaman Promotions and Awards and MetLife

Week of Oct 26: Colonial Mortgage Group and Brightway Insurance

NEXT MEETING

Friday, October 9, 2015 | 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 2015 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>