

**Affiliate Business Partners Meeting #20 Minutes**

Tuesday, October 20, 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**

*Samantha McDermott* *IBERIABANK\**  
*Robyn Fiel* *Synovus Mortgage*  
*Scott Tennant* *Access Reverse Mortgage\**  
*Linda Goldfarb* *LSG Consulting Services*  
*John Barcelo* *Applied Tech Resources/ValuCentric*  
*Dylan Barrie* *Rock's Moving Co\**

**NOT PRESENT:**

*Brian Chase* *Meridian Partners*  
*Denise Drews* *American Bancshares Mortgage\**

**Ambassador Mentors:**

*John Barie* *JB Health and Life Solutions*

**NOT PRESENT:**

*Edina McGuire* *American Bancshares Mortgage\**

**Affiliate Mentors:**

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

**Major Sponsors:**

*Francine Villa* *American Bancshares Mortgage*  
*Pat Smoot* *SecurityNational Mortgage Co.*  
*Joyce Smith* *Somers Title*  
*Paula Blanda* *Strategic Insurance Services*  
*Marina Kron* *Kron & West A/C*  
*Sonia Pfizenmaier* *Kron & West A/C*  
*Megan Galane* *Mountain West IRA*  
*Amy Young* *Strategic Insurance Services*  
*Mike Ludwig* *Strategic Insurance Services*  
*Rick Moss* *Paddock's Coffee Co.*  
*Pat Stobie* *Total Title Solutions*  
*Brigid Mille* *West Coast Insurance Group*  
*Joel Morris* *Somers Title*  
*Jim Pello* *Brightway Insurance*  
*Diana Schwarz* *Fiduciary Funding*  
*Julya Kemp* *New Outlook Home Staging*  
*Haley Murphy* *International Title Partners*  
*Audra Snyder* *Hughes Exterminators*  
*Heather Joie* *Rick's Home Theatre Store*

Also in attendance were 4 guests.

**Other Members:**

*Cari Allen* *Sole Title*  
*Joe Del Sardo* *Ecologix Pest Elimination*  
*Neil Allen* *Chameleon Custom Solutions*  
*Jason Rebholz* *Ruby Property Inspection*  
*Meghan Farrell* *SPARK Marketing Mix*  
*Jenna Staab* *Modern Old House Design Co.*  
*Chris Cox* *CJ's Carpet Cleaning*  
*Barbi Bozich* *Title Security*  
*Vincent Radcliffe* *Air Quality Control*  
*Frank Gemma* *Caliber Home Loans*  
*Kris Gehl* *KG Photography*  
*Debra Lee* *Innovation Cabinetry*  
*Kim Bauer* *1-800-GOT-JUNK*  
*Mary Lobdell* *A Buyer's Choice Home Inspection*  
*Elizabeth Madray* *Legal Shield*  
*John Besancon* *360 TourVision*  
*W. Josh Brown* *AAA Insurance*  
*Amber Petersen* *JDi Solutions Legal Shield*  
*Sally Petersen* *JDi Solutions Legal Shield*  
*Leonna Broussard* *JDi Solutions Legal Shield*  
*Dan Hagaman* *Hagaman Promotions and Awards*  
*Penny Lee Todd* *Affiliate Family Connect*  
*Orlando Imai* *MetLife*  
*Keith Long* *Journalist on Call*  
*April Kalapp* *First American Title*  
*Jay Marshall* *House to Home Relocation*  
*Josh Norris* *EZ Media Productions*  
*Michelle Rothwell* *Columbus Capital Lending*  
*Kathryn Driver* *Housing Finance Auth. of Pinellas*  
*Stephanie Stephens* *Sapphire Title & Escrow Services*  
*Dr. Mike Lesyshyn, DC* *Savvy Health, Inc.*  
*Maryellen Crowder* *MD Plus Telemedicine*  
*Barbara Pailley* *Oasis Outsourcing*  
*Eric Lawson* *360 TourVision*  
*Tracie Mayo* *Movement Mortgage*  
*Carol Meyer* *Columbus Capital Lending*  
*Dave Gerald* *Habitat for Humanity of Pinellas*  
*Irene Konowal* *Primerica*  
*Mary Lou Ambrose* *Great Florida Downtown Largo*  
*Bob Dorian* *Tampa Bay Times*  
*Katrina Moyer* *State Farm Bank*  
*Hannah Gross* *Guardian Restoration*  
*Betsy Braden* *Colonial Mortgage*  
*Elena Reed* *Third Federal Savings & Loan*  
*Stuart Bromfield* *On Q Financial*  
*Shannon Fiola* *Q-Spect Home Inspections*  
*Mike Fiola* *Q-Spect Home Inspections*  
*Jerry Smith* *A Snoop Inspection*  
*Tom Hession* *HHH Home Inspection Services*

## 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

- \$622 was raised for All Children's Hospital during introductions
- October's birthdays were acknowledged

### 4. Announcements

- \$41,751 was raised so far this year and at the Wine & Food Festival
- 3 spots remain for 2016 Major Sponsors – contact Kim if you're interested
- You are missing out if your business cards are not on the Affiliate Wall
- Registration for the Affiliate Potluck Luncheon (Nov. 19) event as well as the Affiliate Christmas and 2016 Installation (Dec. 18) will open on Wednesday, October 21
- Realtor Sheila Godwin was presented with a certificate for her 2016 Realtor Membership Dues
- Starting in February 2016, 2 Affiliate members will be doing presentations at each Marketing Session Meeting.

### 5. Topic: I am proud of

- Affiliates shared what they are proud of
- People forget to be thankful and forget what they are proud of
- As we approach the holiday season, it's important to reflect and think about these things
- Be proud of who you are

### 6. Affiliate Presentations

1. Amber and Sally Petersen – JDi Solutions Legal Shield
2. John Barie – JB Health & Life Solutions
3. John Besancon – 360 TourVision
4. W. Josh Brown – AAA Insurance

### 7. 2015 Expo & Fall Festival and breakout sessions

- 15 tables remain at \$75 each – make checks out to Pinellas Realtor Foundation – contact Kim if you're interested
- Breakout sessions include Appraising in a Growing Market, Buying a Home With a Reverse Mortgage, FAR BAR Contract Changes, Offer Accepted, and Video Marketing for Real Estate

### 8. 2016 Affiliate Directory

- Ads are now on sale – go here to do so: <https://secure.jotformpro.com/form/52575009225958>

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

- Paula Blanda – Sonia Pfizenmaier, Arne Diaz, Barbara Pailley, Jeb Boulware
- Diana Schwarz – she presented John-Paul with a thank-you present
- Dylan Barrie – John-Paul Mario and everyone who participated in the Wine & Food Festival
- Jim Pello – Kron & West A/C, Legal Shield
- Pat Smoot – John-Paul Mario, Robyn Fiel
- Elizabeth Madray – John-Paul Mario, Marc Walker, Jim Pello, Dave Gerald, Maryellen Crowder
- Amber Petersen – Dr. Clark Walters
- Sally Petersen – Heather Joie
- Megan Galane – whoever won her gift card
- John-Paul read a thank you card from a Realtor who received a scholarship, and a thank you card from Taylor from All Children's Hospital regarding the Wine & Food Festival

## **10. Upcoming Events**

Oct. 20: John Barie's 'Historic Preservation for Realtors' at the St Pete Main Library, 1:30pm to 3:30pm

Oct. 20: PRO Connect at Red Mesa Cantina, 5:30pm to 7pm, Michelle Rothwell hosting

Oct. 21: SEC Inspection Services and Strategic Insurance Services' 'Insurance and Home Inspection 101' at PRO, 10am to noon

Oct. 21: Pinellas International Council's 'International Marketing Session' at PRO from 3:00pm to 4:30pm – 2 sponsors chosen are Michelle Rothwell and Megan Galane

Oct. 22: Brian Heckman's 'Offer Accepted' at PRO, 9:30am to 11:30am, and 'Convert Prospects to Clients to Referrals' at PRO, 1pm to 3pm

Oct. 22: John Barie's 'Historic Preservation for Realtors' at the Palm Harbor Library, 1:30pm to 3:30pm

Oct. 23: Fidelity National Title's 'CFPB Realtor Readiness' at PRO, noon to 1:00pm

## **NEXT MEETING**

Tuesday, November 3, 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/>