

Affiliate Business Partners Meeting #21 Minutes

Monday, November 4, 2013 | 10:30 a.m.

Auditoriums B & C

PRO STAFF

Kim Sonefeld

AFFILIATE MEMBERS

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

2013 Affiliate Board Members:

<i>Denise Drews</i>	<i>Sierra Pacific Mortgage</i>	<i>Laraine Chulla</i>	<i>reSolution Resources</i>
<i>Gayle LaBonte</i>	<i>Consumer Title and Escrow Services</i>	<i>Cathy Burdette</i>	<i>First International Title</i>
<i>Brian Chase</i>	<i>Tampa Law Source</i>	<i>Sue Valind</i>	<i>SecurityNational Mortgage Co.</i>
<i>Robyn Fiel</i>	<i>Fifth Third Mortgage</i>	<i>Gary Brochetti</i>	<i>Fidelity Funding Mortgage</i>
<i>John Barcelo</i>	<i>Source Valuation Group</i>	<i>AJ Buniak</i>	<i>Rate30 Mortgage</i>

NOT PRESENT:

<i>Linda Goldfarb</i>	<i>LSG Consulting Services</i>
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2014 Affiliate Board Members:

<i>Francine Villa</i>	<i>Sierra Pacific Mortgage</i>
<i>Evelyn Finnegan</i>	<i>Southland Mortgage Banc</i>

Affiliate Mentors:

<i>Diana Harvey</i>	<i>DFC Designs</i>
<i>Debbie Kampel-Miller</i>	<i>Wells Fargo</i>
<i>George Martin</i>	<i>Bullseye Surveying</i>
<i>Melissa Rodgers</i>	<i>SEC Inspection/Pest Control</i>
<i>John Barie</i>	<i>JB Health Care</i>
<i>Mary Ellen Zurawski</i>	<i>ThinkQuik</i>

NOT PRESENT:

<i>Rick Haupricht</i>	<i>GreenLeaf Title</i>
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<i>Laureen Lofgren</i>	<i>Florida Bank</i>	<i>Lynda Lane Ash</i>	<i>Regions Bank</i>
<i>Courtney Davis</i>	<i>Total Title Solutions</i>	<i>Gwen Trimis</i>	<i>CertaPro Painters</i>
<i>Christina Barron</i>	<i>Title Security</i>	<i>Mike Trimis</i>	<i>CertaPro Painters</i>
<i>Cindy Lukehart</i>	<i>MD Plus</i>	<i>Jack Pyle</i>	<i>NRE Systems</i>
<i>Edina McGuire</i>	<i>Sierra Pacific Mortgage</i>	<i>Kris Hartland</i>	<i>Peace Wealth Management</i>
<i>Dan Brave</i>	<i>Carpet Docs</i>	<i>Barbara Brown-Emerly</i>	<i>Emery Law & Mediation, PA</i>
<i>Debbie Finley</i>	<i>Waddell & Reed</i>	<i>Brad Toy</i>	<i>Leading Edge Inspection Services</i>
<i>Sara Biggs</i>	<i>Scarr Insurance Group</i>	<i>Kadi Tubbs</i>	<i>Trust Business Systems</i>
<i>Dale Griffen</i>	<i>The Go! Agency</i>	<i>Brian Jones</i>	<i>Green Tree Servicing</i>
<i>Lori Brink</i>	<i>Orderly Direction</i>	<i>Nelson Garcia</i>	<i>Sierra Pacific Mortgage</i>
<i>Julya Kemp</i>	<i>New Outlook Home Staging</i>	<i>Diana Schwartz</i>	<i>Fiduciary Funding</i>
<i>Christian Rava</i>	<i>North American Title</i>	<i>Robin Emanuel</i>	<i>Budget Self Storage</i>
<i>Joe Hassani</i>	<i>Prime Protection</i>	<i>Lisa Brave</i>	<i>Carpet Docs</i>
<i>Joyce Smith</i>	<i>Somers Title</i>	<i>Jason Links</i>	<i>Green Tree Servicing</i>
<i>Bob Dorian</i>	<i>Tampa Bay Times</i>	<i>Roger Greentree</i>	<i>Green Tree Servicing</i>
<i>Kim Patterson</i>	<i>Moonstruck Marketing</i>	<i>Amelia Antonelli</i>	<i>Legal Shield</i>
<i>Jeff Beerbohm</i>	<i>Total Title Solutions</i>	<i>Joshua Lerette</i>	<i>Carrington Mortgage</i>
<i>Renee Mott</i>	<i>RM Project Management</i>	<i>Don Wright</i>	<i>Knight Pest Control</i>
<i>Sally Petersen</i>	<i>Legal Shield</i>	<i>Heather Torres</i>	<i>TSYS Merchant Solutions</i>
<i>Amber Petersen</i>	<i>Legal Shield</i>	<i>Dave Buchanan</i>	<i>MD Plus</i>
<i>Kristine Bredeau</i>	<i>EverBank</i>	<i>Jamie Goetz</i>	<i>GadgitKids</i>
		<i>Scott Tenant</i>	<i>Access Reverse Mortgage</i>
		<i>Bryan Bejar</i>	<i>Master Restoration</i>
		<i>Walter DeVenne</i>	<i>Clear Title America</i>
		<i>Diane LaBonte</i>	<i>ACCENT on TRAVEL</i>
		<i>Barry Beote</i>	<i>EverBank</i>
		<i>Darien Goodloe</i>	<i>EverBank</i>
		<i>Steven Hedding</i>	<i>HomeBanc</i>
		<i>Annamarie Dotson</i>	<i>Dotson</i>
		<i>Jody Pastorino</i>	<i>Paramount Mortgage</i>
		<i>Richard Spearance</i>	<i>Advanced Quality Home Inspection</i>
		<i>Kathy Britts</i>	<i>Fiduciary Funding</i>
		<i>Christy Smith</i>	<i>Levy Marketing & Awards</i>
		<i>Sandy Weale</i>	<i>FAST of Florida</i>
		<i>Kathy O'Toole</i>	<i>Fiduciary Funding</i>
		<i>Jackie McMahon</i>	<i>Third Federal Savings & Loan</i>
		<i>Jason Nordin</i>	<i>EverBank</i>

Cathy Purdy	A+ Inspect It
Traci Hicks	Summit Title
Jay Smith	A Snoop Inspection
Kenton Heiden	A+ Inspect It
Nate Heilman	Bullseye Surveying
Cameron Watson	Centennial Bank
Dave Gerald	Active Security Co.
Susan Valind	SecurityNational Mortgage Co.
Kathleen Vautour	Fiduciary Funding

Also in attendance were 7 guests.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul, Affiliate Board members, Affiliate Mentors, PRO staff

3. Introductions: guests, new members, existing members

- November's birthdays were acknowledged

4. Announcements

- Read the Affiliate Minutes
- John-Paul will be out of town November 5 – November 11 but can be reached by email and phone
- RSVP to the Thanksgiving Potluck (<http://bit.ly/TGivingRSVP>), and Holiday Luncheon (<http://bit.ly/ChristmasRSVP>)
- Major Sponsorships that include a banner hung in the auditoriums are still available – contact John-Paul if you are interested
- Affiliate Facebook page likes have increased to 382 – “like” the page if you haven’t done so already <http://www.facebook.com/PROAffiliates>

5. Topic: “Only weeks before ‘The End of the Year;’”

- What have you accomplished in 2013?
- Have you reviewed the goals you set for yourself?
- Have you started thinking of your goals for 2014?
- Involvement – have you been involved with PRO and the Affiliate Program in 2013? Have you built relationships? Have you taken advantage of the opportunities that are offered to you?
- Have you looked at your marketing materials that you plan to use for 2014? Start NOW if you haven’t done so – time is running out! January 1 will be here before we know it.
- The Affiliate program is over 500 members strong – it’s hard to please everyone – the Chair and the Board work hard to make the Program work well
- Don’t let someone’s negative view or opinion of your rent space in your head – raise the “rent” and kick them out!
- Take time before the end of the year to figure out what you’re doing right, what you’re doing wrong, what your talents are, and what you need to be successful and reach your goals

6. Affiliate’s Presentations:

Marc Walker – Waddell & Reed
Cindy Lukehart – MD Plus
Joe Hassani – Prime Protection

Email John-Paul (johnpaulasid@gmail.com) to sign up to speak – no spots open until 2014. All PowerPoint presentations must be emailed to John-Paul at least one week prior to the day you will be speaking.

7. Affiliate Expo & Fall Festival follow up

- Overall the event was very successful
- There were nearly 160 Realtor members in attendance – there were 45 Realtors who hasn't been to a PRO event in over 2 years
- Robyn Fiel reported that she heard great feedback from a Realtor on the classes
- All classes were standing room only
- Special thanks to Diane LaBonte for helping at the food table all day, also special thanks to Gayle LaBonte and Debbie Kampel-Miller for helping prep the food the day before the event
- Sponsors – if you received the printout of the business cards of the Realtor members that attended that was incorrect and want a new and corrected one, see John-Paul

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

- Dan Brave – Brian Chase, Rob Harris, Jeanne Threinen, Orlando Imai, Jeff and Gina Paglialonga, Melissa Rodgers – Carpet Docs is in need of an Office Manager and Cleaning Techs
- Denise Drews read thank you cards from Realtor members that John-Paul received
- Robin Emanuel – Ben Friedlander, John-Paul Mario, Kim Sonefeld
- Cindy Lukehart – John-Paul Mario, Dan Brave
- Dale Griffin – Amber Petersen, Mary Ellen Zurawski, Kim Patterson
- Robyn Fiel – Amber Petersen
- John Barie – Robyn Fiel

9. Gift Bag Program

- The Board has decided to change the gift criteria
- John-Paul will receive a list of the top 300 agents from PRO
- The Realtors that will receive the gift bags are those that have just made that list
- This will ensure that there will be a variety of agents who will be recognized

10. Sponsorship Opportunities

- Completing an Effective Purchase and Sales Contract – November 11: Robyn Fiel with Fifth Third Bank and Chris Boss with Boss, Arrighi & Hoag will be sponsoring
- International Marketing Session – November 20: Heather Torres with TSYS Merchant Solutions and Diane LaBonte with ACCENT on TRAVEL will be sponsoring
- The State of Appraisal Today – December 6: Jody Pastorino with Paramount Mortgage and Cathy Burdette with First International Title will be sponsoring

10. Upcoming Events

- November 5 – DFC Designs' Patterns of Persuasion seminar 9:30 a.m. to 11:00 a.m. at PRO
- November 7 – Titan Lending's FHA 203k seminar 9:00 a.m. to noon at PRO
- November 12 – New Member Welcome, Gold sponsors are NSH Mortgage, Prime Protection, Green Tech Pest Control, Smart Move Moving & Storage
- November 12 – EverBank's Debunking the Myths of Condo Financing seminar 1:30 p.m. to 3:30 p.m. at the Palm Harbor Library
- November 12 – Open House at Florida Bank Pasadena Branch 5:30 p.m. to 7:30 p.m. RSVP here: <http://form.jotform.co/form/32824196410855>
- November 15 – Affiliate Meeting/Marketing Session 10:30 a.m. to noon at PRO
- November 19 – EverBank's Debunking the Myths of Condo Financing seminar 1:30 p.m. to 3:30 p.m. at the St. Pete Main Library
- November 19 – PRO Connect at Red Mesa Cantina – Michelle Ondrey of Brantley Termite & Pest Control sponsoring
- November 20 – PRO's Board Meeting – the last one of the year – be here at 9:00 a.m. All Affiliates are welcome to attend. We will provide the Board with hot breakfast and lunch.

- November 22 – Affiliate Thanksgiving Potluck Luncheon 11:30 a.m. to 1:30 p.m. at PRO (RSVP using the link above)
- December 3 – Affiliate Orientation at 9:00 a.m., Affiliate Meeting at 10:30 a.m. and Affiliates Around the Table at 12:20 p.m.
- December 20 – Affiliate Christmas/Holiday Luncheon 11:00 a.m. to 1:30 p.m. at PRO (RSVP using the link above)

NEXT MEETING

Friday, November 15 * 10:30 a.m. to noon * PRO – 4590 Ulmerton Rd. Clearwater, FL

Realtor members are invited to this meeting. Everyone is invited to stick around after the meeting and network. There will NOT be an Orientation or Around the Table session.

All meetings are listed here: <http://www.pinellasrealtor.org/affiliates-and-partners/affiliate-advisory-committee-meetings.aspx>