

Affiliate Business Partners Meeting #22 Minutes

Friday, November 15, 2013 | 10:30 a.m.

Auditoriums B & C

PRO STAFF

Kim Sonefeld, Marketing and Communications Manager and Affiliate Liaison

AFFILIATE MEMBERS

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

Affiliate Directors:

Denise Drews Sierra Pacific Mortgage
Robyn Fiel Fifth Third Bank
Gayle LaBonte Consumer Title & Escrow
John Barcelo Source Valuation Group

Incoming Directors:

Francine Villa Sierra Pacific Mortgage

NOT PRESENT:

Brian Chase Tampa Law Source
Linda Goldfarb LSG Consulting Services

Affiliate Mentors:

John Barie JB Health Care Solutions
Debbie Kampel-Miller Wells Fargo
Mary Ellen Zurawski ThinkQuik
Rick Haupricht GreenLeaf Title

NOT PRESENT:

Diana Harvey DFC Designs
George Martin Bullseye Surveying
Melissa Rodgers SEC Inspection/Pest Control

Nelson Garcia Sierra Pacific Mortgage
Laureen Lofgren Florida Bank
Dave Gerald Active Security
Cathy Burdette First International Title
Samantha McDermott Florida Bank
Dylan Barrie Rock's Moving Co.
Melonie Harris Wallace, Welch and Willingham
Christina Bosworth Wallace, Welch and Willingham
Rich Katat Fleetwash Facility Svc.
Dave Anderson Anderson Inspections
Cindy Lukehart MD Plus
Robin Emanuel Budget Self Storage
Renee Mott RM Project Management
Deb Hicks Suddath Relocations
Nicole Adams Patriot Lending
Christina Barron Title Security
Stella Jacobson Smart Move Moving & Storage
Stephen Hedding HomeBanc
Linda Blanton Third Federal Savings & Loan
Sharon Patterson Buyers Protection Group
Sarah Hasch Universal Land Title
Debbie Edwards Verizon
Barbara Brown-Emerly Emery Law & Mediation
Walter DeVenne Clear Title America

Amelia Antonelli LegalShield
Edina McGuire Sierra Pacific Mortgage
Joyce Smith Somers Title
Jay Smith A Snoop Inspection
Steve Wichlenski DFC Designs
Annamarie Dotson Dotson Accounting Services
Cameron Watson Centennial Bank
Andy Ragusa Mattress Warehouse
Tara Tagliarino FAST of Florida
Sandy Weale FAST of Florida
Julya Kemp New Outlook Home Staging
Jack Pyle NRE Systems
Kim Leach Bill Arrington Insurance
Christian Rava North American Title
Debra Lee CL Kitchens, Baths and Closets
Robert Harris Carrington Mortgage
Sara Biggs Scarr Insurance Group
Jody Pastorino Paramount Mortgage
Susan Brown Abbey Carpets
Scott Tennant Access Reverse Mortgage
Sally Petersen LegalShield
Amber Petersen LegalShield
Maria Walkiewicz Feather Sound Country Club
Kim Patterson Moonstruck Marketing
Kadi Tubbs Trust Business Systems
Diana Schwarz Fiduciary Funding
Kathy Britts Fiduciary Funding
Jamie Goetz GadgitKids
Gwyn Trimis CertaPro Painters
Sherry Keenan Best View Photography
Joel ? Somers Title
Roger GreenLeaf Greentree Servicing
Chad Freeman Greentree Servicing
Darien Goodloe EverBank
Brian Jones Greentree Servicing
Jason Links Greentree Servicing
AJ Buniak Rate30 Mortgage
Nelson DaLuz Rate30 Mortgage
Brad Toy Leading Edge Inspection Services
Donna Wilson Hudson's Furniture
Brian Brown Old Republic Home Protection
Tracy Baer North Shore Insurance
Heather Torres TSYS Merchant Solutions
Jason Nordin EverBank

Barry Beote	EverBank
Kenton Heiden	A+ Inspect It
Cathy Purdy	A+ Inspect It
Scott Tennant	Access Reverse Mortgage
Christy Smith	Levy Marketing & Awards
Gary Brochetti	Fidelity Funding Mortgage Corp.
Melissa Delwiche	SunTrust Mortgage
Jason Buchanan	SunTrust Mortgage

REALTOR® Members:

Amelia Antonelli	Charles Rutenburg Realty
Doug Hall	Charles Rutenburg Realty
Amber Petersen	InBizFLA, Inc.
Lisa Williams	Keller Williams St. Pete Realty
April Gayle Guasman	Global Lifestyle Realty

There were 3 guests in attendance.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul Mario, Affiliate Board, David B. Bennett, Kim Sonefeld, Affiliate Mentors

3. Introductions:

- REALTOR® Guests
- Guests
- New Members
- Existing Members

4. Announcements

- We have \$35,000 in the Affiliate fund
 - PRO Connect at Red Mesa Cantina on November 19
 - November 20 – PRO’s Board of Directors Meeting – if you’d like to introduce yourself, be at PRO at 9:00 a.m. – we’ll be providing breakfast and lunch for the Board members
 - December 10 – Open House at the Executive Suites 12:30 p.m. to 4:00 p.m. and 5:00 p.m. to 7:00 p.m.
 - December 12 – Affiliate Review Meeting – open to any Affiliate who joined since August – will review membership
 - December 20 – last Affiliate Board Meeting of the year
 - There’s no more Affiliate Open Houses in 2013
 - John-Paul will cook food for IREP’s holiday brunch – they will contribute money and the proceeds will benefit All Children’s Hospital
 - Gift Bag Program – new criteria for giving awards – 12 agents per month from the Top 300 report, starting from the bottom – this will ensure that we’ll touch a variety of agents
 - Affiliate Directory – please contact Kim to place an ad and see attached PDF for all of the information
 - RSVP via the website links for the following events if you want to attend:
 - Thanksgiving Potluck Luncheon <http://bit.ly/TGivingRSVP>
 - Affiliate Christmas Luncheon <http://bit.ly/ChristmasRSVP>
- If you’ve RSVP’d and you can’t make it, let Kim or John-Paul know

6. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Realtor Lisa Erickson shared 532 9th Ave N. in St. Petersburg

- Denise Drews announced Realtor Kelly McFrederick's Open House Sunday from noon to 1:30 p.m. at 3751 Manatee Dr. in St. Petersburg (Coquina Key)
- Realtor Doug Hall introduced himself, has been a Realtor for over 25 years
- Realtor April Gayle Gausman spoke about PIC's International Marketing Session that's from 3:30 p.m. to 5:00 p.m. the 3rd Wednesday of each month at PRO. She also shared 4501 1st Ave. N. in St. Petersburg
- Robert Harris announced Realtor Bob Watts' Open House Sunday from 1:00 p.m. to 3:00 p.m. at 218 21st Ave. N. in St. Petersburg

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

- Deb Hicks – John-Paul Mario, Stella Jacobson, Sue Duhamel
- Robyn Fiel – Tracy Baer
- Julya Kemp – Kadi Tubbs
- Debra Lee – PRO and the Affiliate Program
- Cindy McDermott – Laureen Lofgren, Joyce Smith
- Tracy Baer – Jody Pastorino, Edina McGuire, Darien Goodloe, Debbie Kampel-Miller, Robyn Fiel, Florida Bank
- Brian Brown – Rick Haupricht
- Laureen Lofgren – everyone who attended Florida Bank's Open House, John-Paul Mario, Gayle LaBonte, Rick Haupricht, Debbie Kampel-Miller, Denise Drews, Robyn Fiel, Tracy Baer
- Debbie Kampel-Miller – Cathy Burdette, Gayle LaBonte, Tracy Baer
- Rick Haupricht – Mary Ellen Zurawski, others for their business
- Gayle LaBonte read emails from Scarr Insurance and a Realtor
- Realtor Doug Hall thanked everyone for winning his 2014 MLS fee

PRO Connect

November 19 Michele Ondrey, Brantley Termite & Pest Control

Upcoming Events

November 22 Affiliate Thanksgiving Potluck Luncheon

December 3 Affiliate Orientation at 9:00 a.m.

Affiliate Meeting at 10:30 a.m.

Around the Table at 12:20 p.m.

Affiliate Presentations – December 3 Affiliate Meeting

John Barcelo Source Valuation Group

Christy Smith Levy Marketing & Awards

Diane Luttmann Fidelity National Title

NEXT MEETING

Tuesday, December 3 at 10:30 a.m. at PRO – 4590 Ulmerton Rd. Clearwater, FL

Affiliate Orientation will be held this day at 9:00 a.m. | Around the Table will be held this day at 12:20 p.m.

All meetings and minutes of past meetings are listed here:

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