

**Affiliate Business Partners Meeting #23 Minutes**

Tuesday, December 3, 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:**

*Denise Drews*                      *Sierra Pacific Mortgage*  
*Gayle LaBonte*                      *Consumer Title and Escrow Services*  
*Brian Chase*                      *Tampa Law Source*  
*Robyn Fiel*                      *Fifth Third Mortgage*

**NOT PRESENT:**

*Linda Goldfarb*                      *LSG Consulting Services*  
*John Barcelo*                      *Source Valuation Group*

**2014 Affiliate Board Members:**

*Francine Villa*                      *Sierra Pacific Mortgage*  
*Evelyn Finnegan*                      *Southland Mortgage Banc*

**Affiliate Mentors:**

*Diana Harvey*                      *DFC Designs*  
*Debbie Kampel-Miller*                      *Wells Fargo*  
*George Martin*                      *Bullseye Surveying*  
*Melissa Rodgers*                      *SEC Inspection/Pest Control*  
*John Barie*                      *JB Health Care*  
*Mary Ellen Zurawski*                      *ThinkQuik*  
*Rick Haupricht*                      *GreenLeaf Title*

*Laureen Lofgren*                      *Florida Bank*  
*Courtney Davis*                      *Total Title Solutions*  
*Edina McGuire*                      *Sierra Pacific Mortgage*  
*Dale Griffen*                      *The Go! Agency*  
*Lori Brink*                      *Orderly Direction*  
*Renee Mott*                      *RM Project Management*  
*Tony McCall*                      *American Nationwide Mortgage*  
*Marc Blackburn*                      *Blackburn Law Firm*  
*Cathy Blackburn*                      *Blackburn Law Firm*  
*Heather Wilson*                      *Room No. 5 Day Spa*  
*David Miller*                      *Tampa Law Source*  
*Melissa Schreur*                      *Hyde Park Insurance Services*  
*Tom DeMint*                      *GreenLeaf Title*  
*Stephanie Brown*                      *Uptown Title*  
*Deb Hicks*                      *Suddath Relocation Services*  
*Dylan Barrie*                      *Rock's Moving Company*  
*Lisa Brave*                      *Carpet Docs*  
*Rich Katat*                      *Fleetwash Facility Services*  
*Steve Wichlenski*                      *DFC Designs*  
*Marc Walker*                      *Waddell & Reed*  
*Jason Links*                      *Green Tree Servicing*  
*Glenn Fricke*                      *DG Construction & Inspections*  
*Brad Toy*                      *Leading Edge Inspection Services*  
*Scott Tennant*                      *Access Reverse Mortgage*

*Laraine Chulla*                      *reSolution Resources*  
*Cathy Burdette*                      *First International Title*  
*AJ Buniak*                      *Rate30 Mortgage*  
*Gwen Trimis*                      *CertaPro Painters*  
*Mike Trimis*                      *CertaPro Painters*  
*Nelson Garcia*                      *Sierra Pacific Mortgage*  
*Robin Emanuel*                      *Budget Self Storage*  
*Roger GreenLeaf*                      *Green Tree Servicing*  
*Amelia Antonelli*                      *Legal Shield*  
*Christy Smith*                      *Levy Marketing & Awards*  
*Jay Smith*                      *A Snoop Inspection*  
*Sue Duhamel*                      *Redefined Living*  
*Jena Jamrog*                      *Emery Law and Mediation*  
*Nate Heilman*                      *Bullseye Surveying*  
*Jeanene Soltis*                      *Atlantic Mortgage Direct*  
*Rebecca Dalton*                      *Lakewood Ranch Communities*  
*Brian Kruse*                      *Florida Bank*  
*Samantha McDermott*                      *Florida Bank*  
*Krista Hinrichs*                      *First Title Source*  
*Tara Tagliarino*                      *FAST of Florida*  
*Sandy Weale*                      *FAST of Florida*  
*Pam Smoot*                      *First Bank*  
*Sally Petersen*                      *LegalShield*  
*Debra Lee*                      *CL Kitchens, Baths, and Closets*  
*Christina Barron*                      *Title Security*  
*Diane LaBonte*                      *ACCENT on TRAVEL*  
*Julya Kemp*                      *New Outlook Home Staging*  
*Don Wright*                      *Knight Pest Control*  
*Tracy Baer*                      *North Shore Insurance*  
*Dave Perkins*                      *GreenLeaf Title*  
*Annamarie Dotson*                      *Dotson Accounting Services*  
*Gary Brochetti*                      *Fidelity Funding Mortgage*  
*Jackie McMahon*                      *Third Federal Savings & Loan*  
*Darien Goodloe*                      *EverBank*  
*Joel Morris*                      *Somers Title*  
*Joshua Lerette*                      *Carrington Mortgage*  
*Stella Jacobson*                      *Smart Move*  
*Sarah Hasch*                      *Universal Land Title*  
*Bob Dorian*                      *Tampa Bay Title*  
*Brian Brown*                      *Old Republic Home Warranty*  
*Kadi Tubbs*                      *Trust Business Systems*  
*Kathy Britts*                      *Fiduciary Funding*  
*Tammy Leventis*                      *MailCo*

Dan Brave Carpet Docs  
Amber Petersen LegalShield  
Dave Gerald Active Security  
Sara Biggs Scarr Insurance  
Kenton Heiden A+ Inspect It  
Melonie Harris Wallace, Welch & Willingham Ins  
Fred Levine Eagle Home Mortgage  
LeeAnn Dugan Strategic Insurance Services  
Lynda Lane Ash Regions Bank

Stephen Hedding HomeBanc  
Mary Lehman Fidelity National Title  
Shelly Grover Verizon  
Debbie Edwards Verizon  
Cameron Watson Centennial Bank  
Bill Arrington Bill Arrington Insurance  
Kim Leach Bill Arrington Insurance  
Deva Anderson Hartselle Insurance  
Louis Bakkalapulo Attorney Title Services  
Diana Schwarz Fiduciary Funding  
Kathleen Vatour Fiduciary Funding

Also in attendance were 6 guests.

## AGENDA ITEMS

### 1. Mission Statement

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

### 3. Introductions: guests, new members, existing members

- December's birthdays were acknowledged

### 4. Announcements

- Affiliate Directory – ads and payments are due December 18
- Affiliate Wall and PRO Connect are for Affiliate Members only
- If you want to go to All Children's Hospital on December 21 to help distribute gifts, see John-Paul
- If you're in the Affiliate Spotlight, take advantage of being at PRO that week  
Dec. 9 – RM Project Mgmt and Carrington Mortgage  
Dec. 16 – Ricky P's and Gary's Roof and House Painting  
Dec. 23 and Dec. 30 – Mr. Rekey and Certified Irrigation Designs
- December's New Member Welcome Gold sponsors are Smart Move Moving & Storage, Pillar to Post Home Inspection, Movement Mortgage and Verizon
- December's PRO Connect host is Abbie Lewin of Tampa Bay Title
- Edina McGuire and Amber Petersen will be Affiliate Mentors in 2014
- Affiliates' Facebook page has 400 "likes"

### 5. Topic: "Your Involvement in 2014"

- Have you been involved in the organizations you belong to?
- Are you active? Semi-active? Or not active at all?
- Have you taken advantage of all of the benefits you get by belonging?
- What is your mission for 2014 in regards to belonging?
- Membership to PRO is about building relationships – it takes time
- Since January it has been possible to reach 1,972 people by attending PRO Connect events and sponsoring New Member Welcome classes
- Accept and allow success in all areas of your life

### 6. Affiliate's Presentations: Christy Smith – Levy Marketing & Awards Mary Lehman – Fidelity National Title

Email John-Paul ([johnpaulasid@gmail.com](mailto:johnpaulasid@gmail.com)) to sign up to speak in 2014.

### 7. Affiliate Program 2014 – starting in 2014:

- The new Guidelines and Procedures will come out January 3, 2014
- Affiliate Meetings will happen in all three auditoriums
- When we have drawings for sponsorships, only one card per company is allowed in the drawing

- Marketing Session meetings will be the first Affiliate Meeting of each month
- Affiliate Board Meetings, normal Affiliate Meetings, and Around the Table sessions will be the second Affiliate Meeting of each month
- New members will introduce themselves at the podium and tell us about their business
- No Affiliate Appreciation Luncheon in September 2014. The next one will be in January 2015 and will take place in January from then on.

#### 8. Affiliate Panel

- Starting in 2014, during Affiliate meetings a panel of Affiliates who specialize in marketing/promotions
- If you want to belong to the panel email John-Paul ([johnpaulasid@gmail.com](mailto:johnpaulasid@gmail.com))

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

- Robin Emanuel – Marc Walker, Tammy Gizzi
- Sally Petersen – Dan and Lisa Brave, Susan Brown
- Sara Biggs – Dan and Lisa Brave, Melissa Rodgers, Debbie Finley, Laureen Lofgren, John-Paul Mario, David Bennett
- Tracy Baer – Gayle LaBonte, Robyn Fiel, Jim Johnson, Edina McGuire, Tina Cahill, Darien Goodloe, Rob Harris, Mary Lehman
- Julya Kemp – Andy Ragusa
- Roger Greenleaf – Walter DeVenne, Rick Haupricht
- Dan Brave – Brian Chase, Amber and Sally Petersen, Debbie Wallace, PRO
- Melissa Rodgers – Heather Wilson, Edina McGuire
- Rich Katat – Robin Emanuel
- Dale Griffen – John Barie, Heather Gillon
- Rick Haupricht – Jay Smith, John Barie
- Diana Harvey – Brian Chase, Gayle LaBonte, Debbie Kampel-Miller, Cathy Burdette, John-Paul Mario
- Deb Hicks – Stella Jacobson, Sue Duhamel, Steve Wichlenski, Diana Harvey, John-Paul Mario, David Bennett
- Cathy Burdette – Diana Harvey, Steve Wichlenski, Laraine Chulla, Debbie Kampel-Miller, John-Paul
- Gayle LaBonte read an email from PRO Board Member and Realtor Debra Gregory

#### 11. Upcoming Events

- December 5 – Stewart Title and Hallmark Home Mortgage’s “What Every Realtor Should Know About Title and Financing” seminar at PRO 10:00 a.m. to noon
- December 6 – Source Valuation Group’s “The State of Appraisal Today” seminar at PRO 9:00 a.m. to noon
- December 9 – Affiliate Board Meeting at PRO
- December 10 – New Member Welcome at PRO
- December 10 – Executive Suites Open House/Holiday Cheer at the Executive Suites at PRO (RSVP here: <http://bit.ly/HCESOpenHouseRSVP> )
- December 12 – Gift Bag Program – Francine Villa, Jeff Beerbohm, Debbie Wallace, Robin Emanuel scheduled to assemble and deliver
- December 12 – Tampa Law Source’s “Coffee with Counsel” session at PRO 10:00 a.m. to noon
- December 12 – New Affiliate Review Meeting at PRO 2:00 p.m. to 4:00 p.m.
- December 16 – LSG Consulting Services’ “Masterminds for Realtors” at PRO 8:45 a.m. to 10:15 a.m.
- December 17 – PRO Connect at Red Mesa
- December 18 – International Marketing Session – sponsors chosen are Sally Petersen with LegalShield and Deb Hicks with Suddath Relocation Services
- December 20 – Affiliate Christmas/Holiday Luncheon 11:00 a.m. to 1:30 p.m. at PRO

**NEXT MEETING** December 13 \* Realtor members are invited to this meeting \* Bring a toy for All Children’s Hosp patients