

Affiliate Business Partners Meeting #24 Minutes

Friday, December 13, 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
Gayle LaBonte Consumer Title & Escrow
John Barcelo Source Valuation Group
Linda Goldfarb LSG Consulting Services

Incoming Directors:

Francine Villa Sierra Pacific Mortgage
George Martin Bullseye Surveying

NOT PRESENT:

Brian Chase Tampa Law Source
Robyn Fiel Fifth Third Bank

Affiliate Mentors:

John Barie JB Health Care Solutions
Debbie Kampel-Miller Wells Fargo
Diana Harvey DFC Designs
George Martin Bullseye Surveying
Rick Haupricht GreenLeaf Title

Incoming Mentors:

Amber Petersen LegalShield
Edina McGuire Sierra Pacific Mortgage

NOT PRESENT:

Melissa Rodgers SEC Inspection/Pest Control
Mary Ellen Zurawski ThinkQuik

Laureen Lofgren Florida Bank
Samantha McDermott Florida Bank
Dylan Barrie Rock's Moving Co.
Renee Mott RM Project Management
Brennan Hervey Smart Move Moving & Storage
Jay Smith A Snoop Inspection
Annamarie Dotson Dotson Accounting Services
Brian Brown Old Republic Home Protection
Joe Flynn Landy Insurance
Courtney Davis Total Title Solutions
Drew Corazza Coastal Property Services
Marilyn Corazza Coastal Property Services
Sally Petersen LegalShield
Lisa Brave Carpet Docs
Maria Walkiewicz Feather Sound Country Club
Joshua Lerette Carrington Mortgage

Diane Luttmann Fidelity National Title
Christian Rava North American Title
Debra Lee CL Kitchens, Baths and Closets
Sandy Weale FAST of Florida
Barry Beote EverBank
Nate Heilman Bullseye Surveying
Steve Wichlenski DFC Designs
Lori Brink Orderly Direction
Laraine Chulla reSolution Resources
Nelson Garcia Sierra Pacific Mortgage
Marc Walker Waddell & Reed
Julya Kemp New Outlook Home Staging
Scott Tennant Access Reverse Mortgage
John Cianguilli Trust Business Systems
Christy Smith Levy Marketing & Awards
Troy Locklin J & B Fine Cabinetry
Deb Hicks Suddath Relocations
LeeAnn Dugan Strategic Insurance Solutions
Debbie Finley Waddell & Reed
Heather Torres TSYS Merchant Solutions
Kim Leach Bill Arrington Insurance
Pat Smoot FirstBank
Dan Brave Carpet Docs
Christina Barron Title Security
Tracy Baer North Shore Insurance
Cathy Burdette First International Title
Catherine Black AAA Insurance
Cathy Blackburn Blackburn Law Firm
Marc Blackburn Blackburn Law Firm
Kenton Heiden A+ Inspect It
Stephen Hedding HomeBanc
Dave Perkins GreenLeaf Title
Shelly Grover Verizon
Gina Couture Mr. Rekey
Jerry Powers Sir Speedy Printing & Marketing
John Papageorge Alpha Environmental Diagnostic
Jason Links Greentree Servicing
Ben Friedlander Ben's Pens & More
Tara Tagliarino FAST of Florida
Chad Freeman Greentree Servicing
Darien Goodloe EverBank

REALTOR® Members:

Tammy Brooks Keller Williams Realty Suncoast
Michael Sorah Century 21 Coast to Coast

There were 2 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
\$185 was raised for All Children's Hospital

4. Announcements

- Affiliate Directory – please contact Kim to place an ad and see attached PDF for all of the information, ads and payments are due December 18 – it will be released in February
- There are “major sponsorships” still available – see John-Paul if you're interested
- If you placed an ad in the Directory it will appear in the PROTech Report – “major sponsors” ads will be listed first in the Report
- Realtor Professional Development Scholarship Committee (John-Paul Mario, David Bennett, Mark Thirey, Leon Sarkisian, Denise Drews, Robert DePugh) – the last meeting of the year was this past week. More marketing/promotion ideas were discussed.
- There will be a punch card that Realtors receive where they will get it punched at each event they attend at PRO, up to 25 punches. The specific guidelines are being worked on at this time.
- PRO Connect at Red Mesa Cantina is December 18 – if you're the host and need help in being a proper one, see John-Paul
- Christmas/Holiday Luncheon is December 20 – wait list will be opened up on Monday
- Affiliate Toffee to Go is featured in Oprah's magazine
- Affiliate Spotlight – new guideline: if the Spotlitged Affiliate doesn't bring in marketing material by the Wednesday before the Spotlight week, a backup Affiliate will be chosen and will replace the original
- The January 3 meeting will feature Savvy Card – a great benefit that will be open to all Affiliates, and it will also be the first “Marketing Panel”

6. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Tammy Brooks shared 5000 35th Ave. N. in St. Petersburg for \$130,000, she's been in the business since just this past October
- Michael Sorah shared 218 Colony Point Rd. in St. Petersburg for \$734,988 and 4790 Brittany Dr. #106 in St. Petersburg for \$324,988, he also has information on an estate in Duck Key
- John Cianguilli shared a commercial space in Largo on Walsingham
- Christy Smith is looking for a 2 bed 2 bath rental on the beach (between St. Pete Beach and Indian Rocks Beach) and will be looking to move in February or March, budget is \$1,500 per month

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

- George Martin – Debra Gregory
- Tracy Baer – John-Paul Mario, Gayle LaBonte, Debbie Kampel-Miller, Robbie Puskarich, Samantha McDermott, Annamarie Dotson, Denise Drews, Francine Villa, Steve Wichlenski
- Linda Goldfarb – John-Paul Mario
- John Barie – clients he's helped (due to the HIPPA act he cannot specify names), Brian Brown, Lori Brink, Steve Wichlenski, Debbie Kampel-Miller

- Deb Hicks – Brennan Hervey, Barbara and Jay Marshall, Kim Sonefeld
- Gayle LaBonte – John-Paul Mario, she read a letter that was sent to John-Paul from Dan and Lisa Brave saying that PRO is the best organization they've belonged to
- John Barcelo – Cameron Watson, Marc Walker
- Lisa Brave – all Affiliates
- Amber and Sally Petersen – Andy Ragusa, they invited everyone to their home on December 21 to watch the boat parade (478 Harbor Dr. N. in Indian Rocks Beach) RSVP at www.jdi101.com or email boatparadeparty@jdi101.com
- Brian Brown – Rick Haupricht, all Affiliates
- Julya Kemp – Kim Sonefeld, John-Paul Mario, George Martin, all Affiliates, Kadi Tubbs, Ben Friedlander
- John-Paul Mario read a letter from a Realtor saying they've been back to PRO multiple times after having not been in over 10 years

Upcoming Events

December 17 PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m.
 December 20 Christmas/Holiday Luncheon, Installation of 2014 Officers and Mentors

January Affiliate Spotlight

Week of Jan 6 Anderson Inspections, Proficient Air
 Week of Jan 13 Scarr Insurance, Centennial Bank
 Week of Jan 20 A+ Inspect It, First Bank
 Week of Jan 27 Emery Law and CertaPro Painters

Affiliate Presentations – January 3, 2014 Affiliate Meeting

Deb Hicks Suddath Relocation Systems
 Renee Mott RM Project Management
 Amber/Sally Petersen JDi Solutions – LegalShield

Affiliate Marketing Panel – January 3, 2014 Affiliate Meeting

DFC Designs Diana Harvey
 ThinkQuik Mary Ellen Zurawski
 The Go! Agency Dale Griffen
 Levy Marketing Christy Smith

NEXT MEETING

Friday, January 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>