



Sales and Marketing Council
of Northern Kentucky

Networker

Summer 2009

Mark Your Calendar!

Florence Freedom Game

Florence Freedom vs.
Lake Erie Crushers
Thursday, June 25
7:05 pm
\$10 per person



HBA Office

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This newsletter published by
the Marketing Committee of the
Sales & Marketing Council.
Edited by Rebecca Paciorek,
New Homes Guide.



HBA Night at
Florence Freedom
Hosted by: The SMC



Mark your calendar and make your
reservations to attend TODAY!

**Florence Freedom vs.
Lake Erie Crushers
Thursday, June 25, 7:05 PM
Admission - Only \$10.00
Thirsty Thursday - \$1 Hotdogs & \$1 Beers
Plus you receive \$5.00 in Freedom Bucks
(Freedom Bucks can be used for anything in the park!)**

Join us for a fun night out with family and friends at the
Florence Freedom Ball Park.

Call 859-331-9500 for reservations or e-mail
karenl@hbanky.com. Space is limited so call today!

Special thanks to our event sponsors:



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Mission Statement

The mission of the Sales & Marketing Council of Northern Kentucky is to encourage outstanding achievement by its members by promoting and enhancing the professionalism and integrity of sales and marketing professionals in the housing industry through education, marketing, and recognition.

Over 80 Realtors Attended the Builder Realtor Bash

The 3rd Annual Kentucky Builder Realtor Bash was the place to be for Builders, Developers and Realtors . Over 80 Realtors attended this event which made for a lot of excitement and encouragement to our industry. We might be down, but we are surely not OUT!

Jim Wenstrup, The Scheben Group, was a big Kentucky Derby Race winner with #10. He won 5 races and three of them were with the #10. Congratulations Jim! How's that Jim Beam?

Many great door prizes were awarded such as gift certificates, spa basket, little Jim Beam bottles, gas cards, and a Japanese Maple Tree.

A big "THANK YOU" to our Event and Appetizer & Bar Sponsors! Sponsors included:

Event Sponsors:

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Appetizer & Bar Sponsors:

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2009 SMC Board of Governors

Elaine Kerns, Board Chair, *Fischer Homes*
Bonnie Saver, President, *Divinity Group*,
Anita Kosco, *Homes.com*
John Lorms, *Re/Max Affiliates*
Ginger Walthers, *Nielson & Sherry, PSC*
Maggie Woolf, *Insight Communications*
Cathy Schramm, *Sibcy Cline Realtors*
Linda Stickley, *American Title Services*

**"Thank You" to our
exhibitors! We hope to
see you back again next
year!**





A WORD From your President

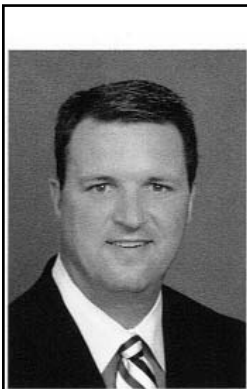
The SMC is working for you! We have had a variety of events this Spring and all have been successful for those who participated!!

Our "Lunch N Learn" was a lot of fun!! Our own Teresa Kraft did a Spring Fashion Forecast showing us how to "invest" in our wardrobes by adding just a few great pieces for spring while dressing for our body type, fashion personality and how to mix and match with what we already have!!

Also in March...we held another of our popular "Power Networking" meetings. Don Talbert spoke on Relationship Networking and Referrals. **Pat Parshall of Homes.com** said it was "one of the best networking events he had been to in a long time!" Even within competing industries, each of us chose one facet of our business to expand upon so that there was networking value for all who attended! We continue to look for ideas to step these up. One suggestion that we are reviewing is that these become "problem solving" groups!

Look for upcoming events-Our "Florence Freedom Family Nite" June 25th, "Tech Tuesdays"-more to follow, another "Meet 'N' Greet" and "Power Networking" in the fall, and the Holiday Party early in December! The SMC Board of Governors is here to serve you, and we are always looking for fresh new ideas for educational and business advancement or social events! Let us know if you have any suggestions.

Bonnie Sarver
Senior Mortgage Originator
Divinity Lending, LLC



RE/MAX
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John M. Lorms
REALTOR®

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Call **859-431-0300** for more information.

7906 Dixie Highway, Florence, KY 41042

Welcome New Business Associates!

Kimberly Brown, Sibcy Cline Realtors
Lois Castleberry, Re/Max Affiliates
Laura Fisk, The Fischer Group
Jackie Franklin, Sibcy Cline Realtors
Jay Gormley, Sibcy Cline Realtors
Jolee Alex Gust, Sibcy Cline Realtors
Holly B. Isenhour, Re/ Max Affiliates
Kathleen Kasselmann, Sibcy Cline Realtors
Tasha Klaber, Sibcy Cline Realtors
Britt Langman, Re/Max Affiliates
Lovita Williams, Sibcy Cline Realtors



**Recruit a
member today!**

SMC MEMBERSHIP... DID YOU KNOW?

An SMC Membership offers 2 memberships in 1... SMC members are also HBA Affiliate Members and can take advantage of National Home Builders Association Discounts. Review these discounts at www.hbanky.com, click on Membership, then Membership Services and Member Advantage. Pay your dues prior to June 30, 2009 and enjoy a discount!

SMC Member Renewals

- 1 SMC Renewal - \$75 (\$10 savings!)
- 2 SMC Renewals for same company - \$130 (\$40 savings!)

New SMC Members

- 1 New Member - \$75 (\$10 savings!)
- 2 New Members from the same company - \$65 each (\$20 savings!)

*****NEW THIS YEAR: Special Offer for REALTORS*** Sign up before June 30, 2009 and receive a commercial on RETV, Insight's channel 9. Your commercial will run for 30 days and will feature your picture and contact information.**



For more information, contact Janis at 859-331-9500 or janisbeard@hbanky.com.