



# AFFILIATES

a council of the  
**Omaha Area Board of REALTORS®**

11830 Nicholas Street | Omaha, Nebraska 68154 | Office 402-619-5553 | Fax 402-619-5559 | [www.oabrAffiliates.com](http://www.oabrAffiliates.com)

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## AFFILIATE COUNCIL MEETING Tuesday May 16, 2023 9:00 a.m.

### Agenda

- I. Call meeting to order  
  
Speaker: Charles Chadwick for RPAC
- II. Approval of Agenda and Affiliates Standards of Excellence
- III. Approval of Minutes from April 18, 2023
- IV. Introductions
  - a) Guests
  - b) New Member Introductions
  - c) Current Member Introductions
- V. President Report- Jonathan Jameson
  - a. Nominations for Affiliate Officers
- VI. Treasurer Report – Jeanne Lamoureux
- VII. Affiliate Events Update
  - a) OABR Golf (May 15, 2023) – Jonathan Jameson
  - b) Affiliate/REALTOR® Event (April 2024?) – Lynette Arrasmith
  - c) Turkey Bowling Toys for Tots (November 8, 2023) – Kim Moneto
  - d) Food Drive – Wendy Walker
- VIII. OABR Committee Updates
  - a) Professional Development – PK Kopun, Mary Byrnes
  - b) Social Events – Erin Trescott
  - c) Governmental Affairs/RPAC – Paul Kottich
  - d) WCR – Jeanne Lamoureux
  - e) YPN – Cody Bousema
- IX. Work Group Updates
  - a) Think Affiliates First – Brent Rasmussen  
Facebook – Sam Kasun of Pixel Fire Marketing  
O - 402-214-5053 C - 402-619-9919  
[social@pixelfiremarketing.com](mailto:social@pixelfiremarketing.com)
  - b) New Member Committee – John Harrison
  - c) MOBA – Wendy Walker
- X. Women's Council Update – Jeanne Lamoureux
- XI. Sponsorship Opportunities  
REALTOR® Family Day at Mahoney – June 9 - <https://oabr.wufoo.com/forms/zzgr7fl0n9suhc/>
- XII. New/Other Business
- XIII. Speakers/Testimonials
- XIV. Adjournment, next meeting Tuesday, June 20, 2023 at 9:00 am

*The role of the Affiliates is to promote business relationships and services to REALTOR® members actively solicit Affiliate membership in the Board and promote ethical business practices of Affiliate members*



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### AFFILIATE COUNCIL MINUTES

April 18, 2023

The meeting was called to order.

**Present:**

President Jonathan Jameson  
Katie Liefers  
Cody Bousema  
Lynnette Arrasmith  
Lou Bozak  
Joe Dobrovolny  
Melina Greger

John Harrison  
Chad Holcomb  
Paul Kottich  
Chloe Lindstroth  
Holly Lambardo  
Laura Longo  
Kim Lopez

Suzanne Luttig  
Mark McGee  
Mark McGregor  
Kim Moneto  
Brent Rasmussen  
Laura Singleton

- I. Call meeting to order
- II. Approved Minutes from 3.21.2023 – It was moved, seconded, and carried to approve the meeting minutes.
- III. Introductions – The Affiliate Council members and guests in attendance introduced themselves.
- IV. President Report- Jonathan Jameson reported there is nothing to new to report this month.
- V. Treasurer Report –Jonathan Jameson reported there is a balance of \$2,172.90 in the checking account.
- VI. Affiliate Events Update:
  - a) The Affiliate Golf event is scheduled for May 15 at the Oak Hills Golf Course. Jonathan Jameson reviewed the sponsorships that are still available. There are 17 spots team spots still available.
  - b) The Affiliate/REALTOR® Event (Pickle At Your Own Risk) was scheduled for April 13 at Blue Sky Patio & Pickle Ball. The event was a success and there was a consensus of the Affiliate Council to schedule this class again next year.
  - c) Turkey Bowl– Turkey Bowl is scheduled for November 8 at Maplewood Lanes.
- VII. Committee Updates
  - a. Professional Development – Brent gave an updated on the format for the New Member Orientation and the committee is researching offering a VA class.
  - b. Social Events – Erin Trescott reported REALTOR® Family Day at Mahoney State Park in conjunction with Lincoln is June 9 and still looking for sponsors and the Omaha Storm Chasers is on June 30 with YPN. The Chili Cook-Off will be held in October with a tailgate theme.
  - c. RPAC – Paul Kottich reported that \$116,000 out of the \$179,745 goal. Upcoming events Soaring Wings on July 27, Hall of Fame on October 17 and CE Day October 19. RPAC will be speakers next month at the Affiliate meeting.

- d. WCR – Women’s Council next luncheon is scheduled for April 26 at Champions Run with guest speaker Jeremias “JMan” Maniero. He will be speaking about surviving this changing market. Golf is scheduled for July 20 at Pacific Springs.
- e. YPN – YPN is working on the Omaha Storm Chasers game with Social Events on June 30. Andy Alloway was their guest speaker.

VII. Workgroup Updates

- a. Think Affiliates First – Brent Rasmussen reported that they are working on brand attributes and vision and then can start executing the entire idea. The Think Affiliates First logo has had some minor changes.
- b. New Member Committee – John Harrison reported there are 159 Affiliate members.
- c. MOBA – Street of Dreams will be held April 29 – 30 and May 6 – 7. Their golf tournament is scheduled for May 17 at Tiburon Golf Course.

VIII. Speakers – Kim Moneto with Nebraska Title Company and Debbie Williams with Farm Bureau Financial Services.

XI. Adjournment – The meeting was adjourned

## **AFFILIATE ARTICLE FOR REVIEW NEWSLETTER**

		<b>DEADLINE FOR ARTICLE</b>
OCTOBER 2022	Kaie Loeffers	SEPTEMBER 15
NOVEMBER 2022	Wendy Walker	OCTOBER 15
DECEMBER 2022	Erin Trescott	NOVEMBER 15
JANUARY 2023	Amy Dritley	DECEMBER 15
FEBRUARY 2023	Melaine Doeschot	JANUARY 15
MARCH 2023	Kim Moneto	FEBRUARY 15
APRIL 2023	Eric Petersen	MARCH 15
MAY 2023	Brent Rasmussen	APRIL 15
JUNE 2023	Jonathan Jameson	MAY 15

## **AFFILIATE SPEAKERS MONTHLY MEETING**

### **NOVEMBER 2022**

Erin Trescott  
Mary Sladek  
Katie Loeffers

### **DECEMBER 2022**

Lou Bozak  
PK Kopun

### **JANUARY 2023**

Jeannie Lamoureux  
Melaine Doeschot

### **FEBRUARY 2023**

John Harrison  
Cody Bousema

### **MARCH 2023**

Wendy Walker  
Jonathan Jameson

### **APRIL 2023**

Kim Moneto  
Debbie Williams

### **MAY 2023**

Brent Rasmussen  
Laura Longo

### **JUNE 2023**

Eric Petersen  
Paul Kottich

### **JULY 2023**

Amy Dritley  
Laura Singleton

# ORIENTATION PRESENTATION VIA ZOOM

## AFFILIATES!!!

### ORIENTATION SPONSORS

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#### OCTOBER 2022

Tuesday Oct 4: 8:30 a.m. Erin Trescott  
Tuesday Oct 4: 1:00 p.m. Eric Petersen  
Wednesday Oct 5 8:30 a.m. Katie Lieffers

#### NOVEMBER 2022

Tuesday Nov 1: 8:30 a.m. Kim Moneto  
Tuesday Nov 1: 1:00 p.m. Amy Dritley  
Wednesday Nov 2 8:30 a.m. Brent Rasmussen

#### DECEMBER 2022

Tuesday Dec 6: 8:30 a.m. Melanie Doeschot  
Tuesday Dec 6: 1:00 p.m. Lou Bozak  
Wednesday Dec 7: 8:30 a.m. Jonathan Jameson

#### JANUARY 10, 2023

8:30 a.m. – 9:00 a.m. Registration/Meet and Greet  
Amy Dritley  
Lou Bozak  
Jonathan Jameson

#### FEBRUARY 7, 2023

8:30 a.m. – 9:00 a.m. Registration/Meet and Greet  
Melanie Doeschot  
Brent Rasmussen  
Eric Petersen

#### MARCH 7, 2023

8:30 a.m. – 9:00 a.m. Registration/Meet and Greet  
Jonathan Jameson  
Kim Moneto  
Katie Lieffers

#### APRIL 11, 2023

8:30 a.m. – 9:00 a.m. Registration/Meet and Greet  
Wendy Walker  
Erin Trescott  
Amy Dritley

#### MAY 2, 2023

8:30 a.m. – 9:00 a.m. Registration/Meet and Greet  
Brent Rasmussen  
Melanie Doeschot  
Erin Trescott

#### JUNE 6, 2023

8:30 a.m. – 9:00 a.m. Registration/Meet and Greet  
Eric Petersen  
Katie Lieffers  
Lou Bozak

## Notes

**Strengths** are internal factors that offer a brand a competitive edge. Strengths can come from core branding elements, organizational processes, products, technologies, and human resources. The strengths of these factors are measured against competition and become characteristics that set a brand apart from other choices in the market.

### EXAMPLES:

- Superior performing products/services
- Proven innovation processes
- Unique expertise or proprietary technology

**Weaknesses** are internal factors that could stop or slow down growth and success. These are the brands' significant disadvantages against the competition. Similar to strengths, weaknesses can include core elements of the brand, processes, products, technologies, and human resources.

### EXAMPLES:

- Weak teams: lack of employee experience or low morale
- Poor product performance
- Insufficient company processes and procedures

**Opportunities** are external factors the brand can capitalize on to grow the business. Can be new trends that develop or big ideas the brand hasn't tapped into yet. They can also be market opportunities that the brand uniquely owns versus the competition if action is taken in the short term.

### EXAMPLES:

- Growing market or category
- Proven positive sentiment towards the category
- Weak or slow-to-react competition

**Threats** are external factors that might affect the brand in the near or long-term future. A threat could also be a competitor building a significant market advantage in a short period of time.

### EXAMPLES:

- Change in consumer perception that favors competition
- Competitor introduces a new proprietary technology
- Government policy changes that affect product production

## S.W.O.T ANALYSIS

Strengths, Weaknesses, Opportunities, Threats: provides an assessment of where the brand currently stands.

### INTERNAL ASSESSMENT

#### STRENGTHS: brand attributes that drive growth.

- Years of experience
- Education
- Networking opportunities
- We are local/boots on the ground
- We are a collective of industries
- We support OABR
- Large number of people & organizations represented

#### WEAKNESSES: brand attributes that inhibit growth.

- We except everyone: pay to play.
- No vetting process
- Large, move slow
- Lack of diversity on industries. ie: plumbers, roofers...
- Getting in front of Realtors
- Not enough volunteers to help or sponsors
- Leadership
- Lack of commitment to engage within the organization. ie: sub-committees
- Internal referrals (?)

#### OPPORTUNITIES: External factors that drive growth.

- Trade Professionals: contractors, plumbers, roofers, HVAC...
- Target fun, popular things/activities and places for Realtor mixers
- Exclusive/New tours of places or pre-opening of locations
- Quality vs quantity of members
- Testimonials form members and Realtors

#### THREATS: External factors that inhibit growth.

- Large Real Estate teams—keep everything internal
- Technology: people can work from home, don't need face to face
- Communication
- Competitors who aren't a member

### EXTERNAL ASSESSMENT

## 2022-2023 ATTENDANCE

[illegible]



SWEARINGEN, DAVE 9/19					X	x	x	x					
THIEL, MATT 2/08			x		X		x						X
THOMPSON, SHELLEY 9/19													
TRESCOTT, ERIN 9/13	ea	x	x		X	x	x	x					
VACHA, JON 6/12								x					
WALKER, WENDY 12/08		ea				ea	x	x					X
WEBER, TRAVIS 3/19													
WILLIAMS, DEBBIE 3/21	x	x	x		X	x	ea	x					