

Sales & Marketing Council Committees



Programs— Coordinate the programming for the quarterly breakfasts. Finalizes the program topics. Recruits and confirms the speakers and/or panelists. Develops questions for the panelists. Greets the speaker and/or panelist at the breakfast and troubleshoots any questions they might have.

Chair – Kristin Merrick, Central Florida New Home Guide

Vice-Chair - Erin McKee, Central Florida New Home Guide

Meeting date and time- 1st Thursday of every month at 10 am at HBA

Education – Coordinates CSP & IRM courses. Recruits attendees for class and instructors. Works with HBA Staff to select what courses will be offered and select the dates. Coordinates the marketing campaign including email/fax blasts to members, HBA News ad/articles, and making phone calls. Introduces the guest instructor on the first day of class. Makes education related announcements at the monthly breakfast.

Chair – Cary Romer, Beazer Homes

Vice-Chair - Jenni Smith, Agent Direct News

Realtor Relations— Coordinate the New Home Expo and SAM TRAM events. Solicit attendees and sponsors.

Chair - Greg Mazza, Chase Mortgage

Vice Chair – Dave Keaton, Land America / Gulf Atlantic Title

Meeting date and time - 1st Tuesday of every month at 4:00 pm at Dexter's in Winter Park

After Hours – Coordinates after hours events including Bowling Tournament and Holiday Party. Solicit attendees and sponsors.

Chair - Lisa Foor-Lee, Real Estate Investment Title

Vice-Chair - Kari Freeman, Orlando Mortgage Solutions

Meeting date and time- 1st Thursday of every month at 10 am

Membership – Develop a membership campaign for the year. Recruits new members through builder/associate outreach. Attend new member orientations to talk about SMC.

Chair – Shelley Fitzwater, Agent Direct News

Vice-Chair—Jeff Weinland, Wishing Well Realty

Meeting date and time—3rd Friday of every month at 9 am (virtual)

Communications – Develops internal communications campaign. Creates content for SMC e-newsletter. Creates content for SMC webpage.

Chair – Mike Kerker, Hot On Homes!

Vice-Chair—Michael Papadeas, Central Florida New Home Guide

Meeting date and time—1st Thursday of every month at 10 am

Major Achievement Awards – Executes the awards gala. Involved in promotion, venue, decoration, theme, sponsorship, ticket sales, and entry solicitation.

Chair – Annette Benton, Central Florida New Home Finder

Vice-Chair – Kristi Swibel, Newland Communities

Meeting date and time—3rd Thursday of every month at 9 am at HBA

Contact: Stacie Cornell, Director of Events and Councils
544 Mayo Ave. · Maitland, FL 32751
(407) 691-2185 · Fax: (407) 691-2195 · Stacie@HBAofMetroOrlando.com