

Young Professionals Network

5/18/2016 Meeting Notes

Name	Email
Alan Stewart	astewart@ybreal.com
Bernadette Blaze	bernadette@nhmrealtors.com
Debbie Siena	dsiena@envoymortgage.com
Doug Huhn	doug@totalmortgage.com
Dylan Walter	Dylan.walter@raveis.com
Fred Moore	fred@moorequalityhomes.com
Haley Schaefer	hschaefer@wolfandshorelaw.com
Kishore Kapoor	Kishoreikapoor@gmail.com
Lisa Smith	lsmith@weichertrp.com
Liz Graham	lizscarlett@gmail.com
Mary Ellen Graham	maryellen@eagle-inspections.com
Michelle Mateo	info@kaeruspropertygroup.com
Nick Calvo	nick@nhmrealtors.com
Oliver White	oliwhite@mac.com
Ousama Fayek	ofayek@lenoxadvisors.com
Rachael Keating	rachael@nhmrealtors.com
Ron Rivard	ron@eagle-inspections.com
Tom Vanacore	Tvan213@gmail.com

At the May 16th YPN meeting, Mary Ellen Graham of Eagle Home Inspections gave a presentation about Marketing. Her four points to satisfy in any marketing endeavor are: attention, interest, desire, & action. She has a methodology in place for her marketing efforts in terms of being consistent in her efforts to engage. Additional points she discussed were: making connections, talking to people, making moments count, and staying relevant. Outreach marketing is much more successful when it's catchy, visually pleasing, and not too busy.

Mary Ellen also discussed mixing it up with various forms of media including video clips, billboards, and live FB sessions.

Her handout for the session is a tip on using racks as an efficient way to maximize space and for better organization.

The social meetup was scheduled for 5/25 at Thimble Island Brewery, topic "Wellness"

The next YPN meeting is scheduled for June 15th at 10 am.