

REAL ESTATE LIVES NEWS

Helping Professionals From All Backgrounds Rebound and Rebuild Their Lives

UPCOMING TRAINING EVENTS

5:30pm to 7:00pm

<https://zoom.us/j/454980992>

Arrive at 5:15pm for networking!

June 17, 2021

"The Process of Progress"



Erica Hand

Certified Psychiatric
Mental Health Nurse

July 15, 2021

"What's Your Shtick: Personal Branding for Job Seekers, Online and Offline"



Lynne M. Williams, Ed.D.

Executive Director of
the Great Careers Group
& BENG

CHECK OUR JOB BOARD FOR OPPORTUNITIES
realestatelives.org/jobs

WELCOME TO REAL ESTATE LIVES

Real Estate Lives is your source for job postings, networking opportunities, mentoring, training, support groups and special events which will help you find your next great employment opportunity.

REAL ESTATE LIVES' REBRANDING JOURNEY

Interview with REL President, Gregory L. Morgan

Why rename Real Estate Lives (REL) now, after 13 years of serving Rebounders?

The biggest reason we are renaming now is that times have changed. The characteristics of our organization have changed as the industries our Rebounders work in have changed.

We began as a bunch of real estate volunteers, helping real estate people get back to work. There were thousands in the industry who needed our help; and so, we were pure real estate. Over the years this morphed, where more and more non real estate people have shown up to our doors. Now, most in real estate are fully employed. There are exceptions, but now only about 10% of Rebounders are in real estate.

We've realized, the support we provide works for anybody, regardless of industry. I have also found that real estate people, who comprise many of our volunteers, know so many people through their commercial tenant relationships. This leads to tremendous networking opportunities.

We tend to attract middle and upper management professionals. That has become our niche. We began to feel the name, Real Estate Lives, has kept people away who we could help. After many years of resistance, as there were some in the organization who questioned the need for a name change, the REL Board of Directors voted this year to rename the organization.

What was the process to undergo this change?

We are fortunate to have Bill Carlson of public relations giant, Tucker/Hall, in our orbit. He has been a long-time supporter of REL; and, is a rebranding expert, involved with the rebranding of multinational corporations at a global level. He granted his expertise and time to our rebranding process.

continued on pg. 2

All Real Estate Lives meetings use the same Zoom Call-in Information:

<https://zoom.us/j/454980992> Meeting ID: 454 980 992

NOTE: Video conference is STRONGLY PREFERRED, but if you can't join via video, call in to (253) 215-8782 or (301) 715-8592.



Save-The-Date! Annual Pancake Breakfast November 4th, 2021

NETWORKING OPPORTUNITIES

Universally acknowledged as the #1 tool for gaining re-employment, REL offers multiple internal networking opportunities. All are very popular and highly successful.

1

SMALL GROUP FORUM (FREE)

Every Tuesday, 11:30 am to 1:30 pm via Zoom.

Zoom conference call, led by Gregory L. Morgan.

This group holds weekly informal meetings where you share “who you are, where you’ve been, where you are now, and where you would like to be.”

Let’s see how we can help each other!

2

GENERAL MEETING (FREE)

First Thursday of every month, 9:30 am via Zoom with special guest speakers.

Next meeting: July 1st

3

REBUILDERS MEETING (FREE)

After General Meeting, first Thursday of every month, 11:00 am via Zoom.

This group meeting provides a confidential, safe and casual atmosphere where the goal is to help Rebounders deal with stress, discouragement, relationship issues, self-esteem and/or fear.

4

THURSDAY TRAINING WORKSHOPS – EVENING (FREE)

Third Thursday of every month, 5:15 pm via Zoom with special guest trainers

Next Training: June 17th. “The Process of Progress” Presented by Erica Hand, Certified Psychiatric Mental Health Nurse

Be sure to check REL’s [calendar](#) for a list of all upcoming meetings, trainings, job fairs and events!

Interview with REL President Gregory L. Morgan
continued from pg. 1

Who was involved in the decision/in this process and why?

Primarily it was our volunteers, Rebounders who were marketing professionals, our Board of Directors, and Bill Carlson. Bill shepherded us through this process. We also engaged with complementary businesses; other organizations who do what we do, like Lee Hecht Harrison, Right Management, CareerSource, and Computer Coach. We invited several non-profits to compare notes on why, during this pandemic, not as many people have sought services as anticipated. One ah ha! resulting from these conversations was the name, Real Estate Lives, no longer fit. **A name change was due!** Rebounders have asked about the name for the past five years. The organization began to seriously consider the change a few years ago.

What can we expect and when?

Beginning July 1, 2021, our new name will be **Career Rebound: Networking, Training, and Support**. This name...this brand encompasses the broader, more complete scope of what we do. The web address will be www.CareerRebound.org.

Will this change what REL does/who REL serves?

Our programs will remain similar, with growth opportunities on the horizon.

How do you see REL evolving in the next 5 to 10 years?

I see two prongs to our future development. One prong will be to expand our employer relationships to offer exceptional opportunities to our Rebounders. The other prong is to continue to provide training, support, and networking. We also see the potential to branch out geographically to other markets.

What else would you like us to know about this Rebranding?

I would like to thank all involved, with a special thanks to our Founder, Ron Weaver, and to Bill Carlson and the amazing Tucker/Hall. This would not have been possible without the support and input of our Board members, Rebounders, and the countless REL volunteers.

Have a great idea for a business?
Want to grow an existing business or side-hustle?

Boot\$trap Bootcamp Launch your own business in just 2 weeks!*

*No \$\$ or experience required

New virtual program held entirely on Zoom
Next Bootcamp starts
FALL, 2021 – Dates TBA

FULL SCHOLARSHIPS available!
APPLY NOW at BootstrapBschool.org





SEPTEMBER 13, 2021!

The event will be held at the beautiful
Carrollwood Country Club

In honor of our dear friend Jack Brubaker, let us all gather for a day of remembrance and fun at the 2nd Annual Jack Brubaker Jr. Memorial Golf Classic September 13, 2021.

www.brubakergolfclassic.com



Format: Shotgun start, scramble

Course contests include:

Longest Drive, Closest to the Pin, Putting and Hole-In-One.

Join in on the **silent auction** and raffles to win some great prizes!

Accepting silent auction donations and new sponsors. Contact **Scott Gray** at **813-205-5002**.

Sign up now to play!



Proceeds support



VOLUNTEERS NEEDED!

The event won't be the same without our wonderful volunteers! Please contact **Scott Gray** at **813-205-5002** to sign up for volunteer opportunities, including:

- Beverage cart
- Contest holes
- Silent auction
- Lunch service

MESSAGE FROM THE PRESIDENT

Welcome to the new and improved Real Estate Lives.



Gregory L. Morgan

President of
Career Rebound

From July 1st onward, Real Estate Lives will become Career Rebound! This new name more accurately reflects what it is that we do. **Career Rebound** is an organization designed to help professionals get back to work through networking, training, and support from our dedicated volunteers.

We invite you to take your own career rebound as a time to go places you've never gone, visit

people you never see, train yourself, and most of all enjoy the journey. You may never have this distinct opportunity to do, see and be again. No kidding! Expand your horizons! Live your life to the fullest! Rest and relax!

With 168 hours in a week: use 35 to job hunt, 56 to sleep, maybe 15 to eat, and you will still have over 60 hours to explore, learn, live and love. Take advantage of this time to be with friends, family members, and people you would not normally see. Treat this transition time like the journey it actually is!

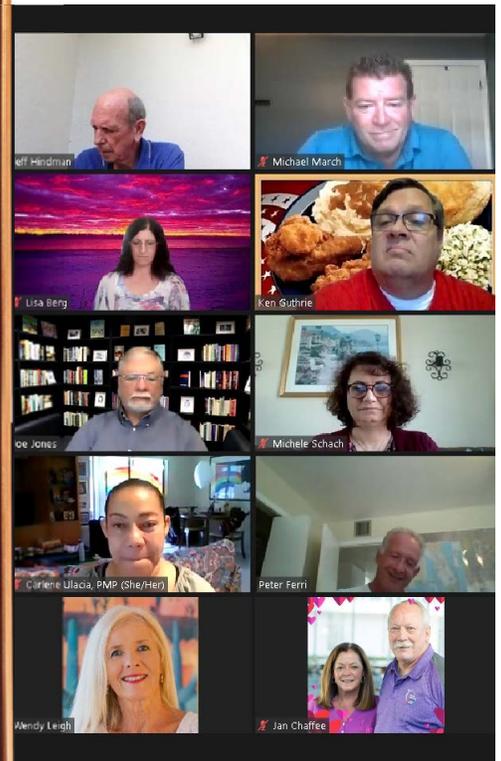
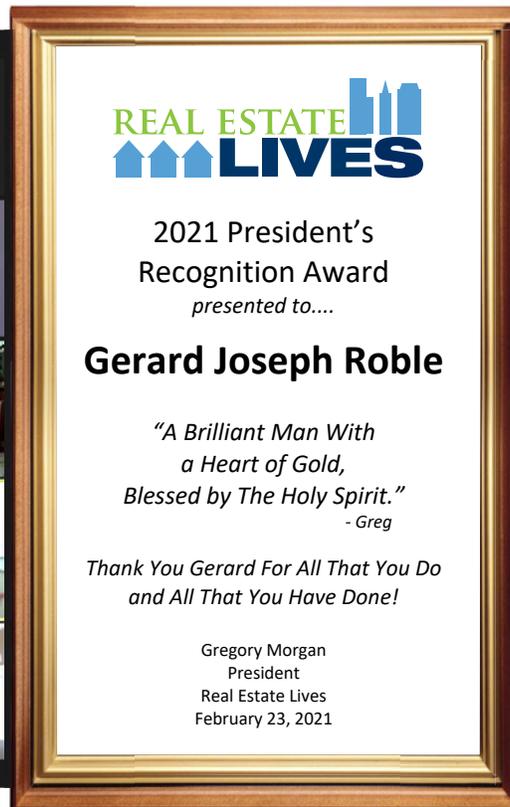
Keep your ever-changing list of top 10 individuals you want to speak to and meet with. Honor this list and review each

name on the list...every day. Take action with these names.

Use the resources from **Career Rebound**. Register with **Transition Masters** (held Monday nights). Join us every Tuesday for our Tuesday Forum. Join us on the first and third Thursdays of every month for General and Training meetings. Seize these opportunities to help make your own career rebound amazing!

Gregory L. Morgan
gregorylmorgan@gmail.com
[linkedin.com/in/gregorylawtonmorgan](https://www.linkedin.com/in/gregorylawtonmorgan)
(813) 334-4734

600 TUESDAY MEETINGS OF THE SMALL GROUP FORUM THANK YOU GREG MORGAN!



A SPECIAL THANK YOU TO OUR RECENT SPEAKERS



LaShawn Bates
Capital Market Leader, JLL
President of
CREW Tampa Bay



Daniel Francis
Co-Founder
Alive 'n Well LLC



Patrick Kelly
Regional Managing
Partner
Franklin Street



Kyle Burd
Sr. Vice President,
Managing Director - Tampa
Cousins Properties



**Jessica Stahl,
Ph.D., PHR**
Owner
Ignite Results



Joe Jones
Founder
Transition Masters



Kevin Miller
Founder &
Lead Facilitator
Best U



**Carlos Garcia,
Ph.D.**
Psychologist, Speaker,
& Coach
Founder, The Mastery Group

Be sure to check REL's [calendar](#) for a list of all upcoming meetings, trainings, job fairs and events!

THE STATE OF OUR WORKFORCE; FROM AN EMPLOYER'S PERSPECTIVE



**Bridgette
Bello**

CEO & Publisher
Tampa Bay Business
& Wealth Magazine
TBBWMag.com

The state of our workforce, particularly as it relates to our largest industry – hospitality – is sad.

There is a dire need of staffing, and good customer service when staffed, and a lack of workers responding to this need. A decreasing workforce isn't good for anything of importance in the workplace these days, particularly diversity, which is the latest in hot topics for (some) employers.

Dining establishments, hotels, automotive outlets, retail establishments and more are telling us they simply cannot get people to come back to work. This problem is affecting their hours of operation, and some have had to close entirely. As if being shut down for the better part of a year was not a hard enough storm to weather, now there is a new one.

All around the Bay area we see signs stating closures, due to a lack of staffing. You are hard pressed to go anywhere without seeing a "Help Wanted" sign along the way. Many potential employers continue to get creative, and even offer big incentives, to bring staff back to work. Those who aren't, are not likely to survive.

The employee of today will expect flexibility in work hours, work location and duration, dress code, etc. The days of punching a clock 9-5 are gone, and if they're not at your business, you will be gone. The employers we have spoken to say they expect improvement, moving forward as the COVID-19 pandemic appears to draw to a close.

Many companies used 2020 to plan for no plan, to innovate or to completely shift their business models, or focus. They had to. The ones that did not stop, and stayed the course, are the ones doing well now. The ones that took a pause, and didn't pivot, are now left in the dust.

Regarding the return to office policies many are starting to implement, it is my strong opinion that the remote workforce will push back, while the employers will continue to insist on a return to the workplace. It should be interesting to watch, from the sidelines.

If 2020/2021 has taught us anything, it is that you need to be prepared for the unexpected – both in business and in life. **There needs to be a plan in place for working remotely, protocols in place for your team and a way to keep them engaged in the mission of your company.**

Now would be a great time for employers to meet with their HR managers and accounting teams to attempt planning for the next great shakeup. There is always going to be some disrupter to your business lurking around the corner, next time I hope we are all more ready.

Bridgette Bello
TBBWMag.com
BBello@tbbwmag.com

LISTEN TO YOUR HEART

There are times when life's not working

And you cannot figure out why

You know you've been in this situation before

So you feel helpless and no longer want to try

If you listen to your heart

It will never steer you wrong

So hear its compelling message

Just like the lyrics of a powerful song

So what is this magic of the heart

That leads you to soar to new heights every day

It's the clear voices of God and the Angels

Guiding you to use your gifts in a truly magical way

Life is full of wonderful surprises

And we never know where it will lead

But the heart rises above the fray

And lets you see clearly what you really need

And if you do this with clarity and passion

Your life will flow effortlessly like it never has before

You'll fly on the wings of angels

And your spirit will forever soar

So fly my delightful and precious spirits

The best of your life is yet to come

Listen to your heart and let it lead you

There are no limits to what you can become

Fly!



Larry LaBelle

Owner/CEO,
Win a Job Fast
[linkedin.com/in/winajobfast](https://www.linkedin.com/in/winajobfast)

REL has been a soft place to land during the stress of losing a job. I have learned key networking and resume writing skills from the gracious volunteers at this organization.

Pam D.

TELL US A LITTLE ABOUT YOURSELF

One of the most common interview questions can win or lose your next job opportunity!



Joe H. Jones
Founder,
Transition Masters
transitionmasters.org

The first two minutes of any interview are the most important. Within the first two minutes, the interviewer is developing a bias for you or against you. That is why you need to put your best foot forward early during an interview. Many job seekers respond to “Tell us a little about yourself” with information about themselves, much of which is wasted verbal real estate—things such as such as reciting who you worked for (already explained in your resume), where you are from, your family or your hobbies.

What interviewers **really** want to know is “Why should I hire you?” Interviewers are busy people. They like people who are brief and to the point; who do not waste their time. So how do you answer, “Why should I hire you?” You respond with information that shows you are **in alignment with their organization’s needs!** How do you do that? You study the information you have obtained through research about them. You particularly analyze the job description. This is the blueprint for the type of person they want to hire. Identify three things from the job description that are: things you do well, skills you have, or things you have achieved.

Real life example:

I was hired at age 60 after being interviewed for a training job by a Fortune 200 company. I knew from the job description and after talking with a current employee (I met through LinkedIn) that the three most important things they were looking for were:

- #1 Extensive platform training skills experience,**
- #2 Extensive electronics experience (4000 electronic components in the machines I would be teaching); and,**
- #3 Be able to pass the security assessment to work in airports.**

When asked the first question “Tell us a little about yourself,” I responded, “I have extensive international platform training experience (I had 40 years of experience but realized that saying 40 years would age date me). Then, I mentioned that I had extensive experience with electronics, including the Navy’s advanced electronics program. And, I finished by stating that I could pass any security clearance because I have no social diseases, no police record, and no ex’es in Texas (I had one ex in Virginia but that didn’t rhyme with ex’es). The HR Manager chuckled at the last statement. Two weeks later, she hired me for the position! Ten years later, Lisa Berg, the HR person who interviewed me, is now an interview coach in our Transition Masters program!

TRANSITION MASTERS

Teaching job search presentation skills

transitionmasters.org

“So how do you answer, “Why should I hire you?” You respond with information that shows you are in alignment with their organization’s needs!”

The point is, I did not waste time chit-chatting. I gave them the three things included in their job description that they wanted to hear from the ideal job candidate, right up front.

So, when you are asked the most common interview question, “Tell us a little about yourself,” – respond with what is important to them – instead of what is important to you.

Come to Real Estate Lives meetings and Transition Masters to develop these skills!

Joe H. Jones
joejones@tampabay.rr.com
[linkedin.com/in/joehjones](https://www.linkedin.com/in/joehjones)

REL was there for me when I was unemployed and going through a tough time. With their support and coaching, I was able to build my skills, network and gain the confidence I needed to land a job and rebuild my career.

Shawn R.

PREPARING ADULTS WITH AUTISM FOR EMPLOYMENT



Vicky Westra

Founder,
Autism Shifts
autismshifts.org

Preparing for employment can be a challenge for anyone, but did you know that the unemployment rate for adults on the Autism Spectrum is upwards of 85 – 90 percent?

This rate is significantly higher than the rate of unemployment, which is typically between the 3.5% - 4.5% level for our neurotypical population.

One of the main reasons for this is that autism is a very misunderstood and stigmatized diagnosis, not only amongst the community at large (including employers), but also within the Autism Community itself.

Autism Shifts' mission is to educate our community and create a new perspective and understanding about autism through specialized training, access to resources, and connection/social opportunities.

The organization strongly believes in the unique talents, gifts, and capabilities of those diagnosed and is excited to support members of this community in fulfilling their life purpose.

Autism Shifts offers programs that support individuals with autism, their parents and caregivers, and employers interested in creating a neurodiverse work environment.

One of the programs that Autism Shifts offers is an Employment Ready Course for young adults on the autism spectrum (ages 18-35), who are ready to put their skills and talents to work. This four-week training has two parts. The first part is called "Self Discovery," where students can come to better understand themselves, their autism diagnosis, and the type of career or role they are interested in pursuing. In addition, they learn various tools and processes to manage their physical, emotional, and mental well-being.

The second part of the program is called "Employment Readiness," where students are taught about the different business environments, learn some of the skills/attributes that are key to being successfully employed, are assisted in the preparation of their resume, and how to negotiate the interview process.



AUTISMSHIFTS
Shifters Shape Futures

“Autism Shifts' mission is to educate our community and create a new perspective and understanding about autism through specialized training, access to resources, and connection/social opportunities.”

Autism Shifts has partnered with Real Estate Lives and Transition Masters to help these students prepare for the interview process, which is often more problematic for people with autism, due to the difference in their communication styles and meeting the social queues expected by employers in the interview process. They can also have sensory processing differences that may cause difficulties in understanding body language, facial expressions, and vocal tones. These differences mean that being prepared for the interview process can be more challenging for those

on the spectrum. This training helps them to decrease the stress and anxiety of dealing with these additional factors.

To prepare to work with Autism Shifts, REL and Transition Master volunteers: Gregory Morgan, Kin Cook, Frank Shea, and Joe Jones attended a New Perspective on Autism Workshop. During this training, they learned about some of the characteristics of people with autism to better understand how to teach and interact with the students more effectively. The results have been fantastic, and the feedback from students has been extremely positive. This partnership is a testimony to how non-profits can work together for the benefit of our entire community!

If you want additional information about Autism Shifts, visit us at www.autismshifts.org.

Vicky Westra
Founder, Autism Shifts
www.autismshifts.org

**Rent Assistance Now Available
From The State Of Florida**

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an Emotional or
Financial Crisis?**



CRISIS CENTER
OF TAMPA BAY
Help. Hope. Healing.

**The Crisis Center of
Tampa Bay can help.**

**Simply dial 2-1-1
(813-964-1964)**

from your phone or visit:
www.211atyourfingertips.org

**For additional resources visit
realestatelives.org**

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Real Estate Lives is very thankful for any and all donations! It is the love and generosity of others that has helped our organization offer so many services to the Tampa Bay community free of charge since 2008. For questions or more information contact **Jan Chaffee** at jchaffee@jccommercialbrokers.com

BY CHECK

Please make check payable to Real Estate Lives, Inc. and mail to:

Real Estate Lives, Inc.
c/o Jan Chaffee
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Oldsmar, FL 34677

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