

GREEN PASTURES

The Monthly Internal Newsletter of Massey Knakal Realty Services

HAPPY 4TH OF JULY!



CONGRATULATIONS...

- To **Robert Knakal** who has transitioned his efforts to the Garment Center/ Penn Station territory. Along with the collaboration of his team members **Jonathan Hageman** and **Casey McCormack**, he will concentrate on generating new, untapped business to the company.
- To **Michael Harari** who became engaged to **Lisa Sutton** last month. The couple will be getting married this October and we wish them all the best.
- To **this year's tennis players** (see below) at the annual picnic in Larchmont. **Broker Tom Gammino** took home the big trophy!

And a friendly reminder for those Salespeople and Associates who are REBNY members ... don't forget to renew/pay your 2007 annual fees. Thank you!



TIPS OF THE MONTH

From Senior Partner Tim King, Brooklyn Office

- **Relationships, not salesmanship or schmoozing.** Keep in mind that networking is being genuine and authentic, building trust and relationships and seeing how you can help others.
- **Ask yourself what your goals are in attending events so you will pick groups that will help get you what you are looking for.** Some meetings are based on learning, making contacts and/or volunteering rather than strictly making business connections.
- **Hold volunteer positions in organizations.** This is a great way to stay visible and give back to the groups who have helped you.
- **Ask open-ended questions in networking conversations.** This means questions that ask who, what, where, when and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.
- **Become known as a powerful resource for others.** When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.
- **30 second elevator speech.** Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing.
- **Be able to articulate what you are looking for and how others may help you.** Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.
- **Follow through quickly and efficiently on the referrals you are given.** When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.
- **Call those you meet who may benefit from what you do and vice versa.** Express that you enjoyed meeting them, and ask if you could get together and share ideas.
- **We are in a service business.** Remember the wisdom of Zig Ziegler who said, "You can get anything you want in this life if you just help enough other people get what they want."

MONTHLY INTERVIEW - MARK SPINELLI

Director of Sales, Midtown, Manhattan Office



Okay, I have to ask. What's with all the protein powder behind your desk?

I believe in relieving stress by building reserves. You should see how many bottles of ketchup I have in my pantry at home.

As everyone knows from a prior issue of Green Pastures, you like to play guitar in your spare time. Which song gets the ladies?

As soon as I figure it out, you will be the first to know. I have a hunch it may be something from the Dave Matthews catalog.

You received your Bachelor's degree in Business Administration. Good choice?

In retrospect, I wish I would have received one of those custom degrees from a school where you essentially choose your own curriculum. I like a little bit of history, a little bit of economics, a little bit of philosophy, a little bit of world religions, etc. I prefer to know a little about a lot of things as opposed to the reverse. I've been labeled a "dabbler".

Most people don't know that you were a four-year letterman defensive tackle in college. Ever miss the glory days?

Football is a funny sport. Every guy that I have ever played with has had a love-hate relationship with it. 95% of the time you spend dreading practice, or morning workouts, or summer camp, or spring training - and 5% of the time you spend actually playing a game and realizing how much it was worth it. After playing 16 years of football I think I can pretty much endure any physical or emotional discomfort.

Your first nephew was born this year. What has that been like?

It's the best thing that has happened to our family since my little brother was born. My nephew changes on a daily basis and it's really exciting to watch. It's also exciting to see my sister transform into such a wonderful mother.

Favorite word?

Doppelganger, with an umlaut over the "a". It's a German word that describes a double or look-a-like of a person - most commonly used to describe an "evin twin." Mine lives on the Jersey Shore in the summertime.

Biggest pet peeve?

I'm a fairly tolerant person, but the one thing that really gets under my skin is the guy who hands out the free newspaper by the B, D, F, V train at 40th and Bryant Park. He stands at the top of the stairs during rush hour and creates a terrible bottle-neck. If he stood three feet back away from the stairs I would have much lower blood pressure.

Tell us something most people don't know about you ... what are your quirks ?

Most people don't know that I have a paralyzing fear of interview questions. This could be a major breakthrough for me.

Which employee would you like to see interviewed in the next issue of Green Pastures? Email Kari Neering at kneering@masseyknakal.com no later than July 15 with your suggestions. C'mon ... you know you want to...

SCHEDULE

7/9/07 - Executive Committee Meeting, 5 p.m., Manhattan
7/11/07 - Partners Meeting, 5 p.m., Manhattan
7/13/07 - Dept. Heads Meeting, 2 p.m., Manhattan

BIRTHDAYS

Kevin Holmes 7/1
Sally Reyes 7/1
John Falco 7/7
Valentina Cucuzza 7/11
Cheryl Cove 7/12
Ayanna Oliver-Taylor 7/14
Kenneth Freeman 7/15
Ming Yue Zheng 7/18
Patrick Rubin 7/18
Matthew Rudert 7/23
Kyle Mast 7/24
Nancy Guo 7/24
Christopher Phillips 7/25
Adam Hess 7/28

ANNIVERSARIES

Natasha Attal 7/5 (1)
Philip Kean 7/5 (2)
Stephanie Leyva 7/5 (6)
Casey McCormack 7/6 (2)
Veronica Marin 7/11 (2)
Nick Burns 7/12 (3)
Guthrie Garvin 7/14 (3)
Cheryl Cove 7/18 (2)
Meyrick Ferguson 7/19 (8)
Billy Simons 7/20 (2)
Sean Barnes 7/25 (2)
Jasmine Mele 7/26 (2)
Mark Spinelli 7/26 (3)
George Brown 7/31 (1)
Shimon Shkury 7/31 (5)

Please submit your opinion or perspective regarding any issue related to maximizing the company's best interests (between 100-125 words) to Kari Neering, Director of Public Relations, at 212-660-7735 or kneering@masseyknakal.com. Deadline is 7/15.