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# ASSOCIATION HERALD

## Consummate Customer Care

**W**HILE ALL COMPANIES RECOGNIZE the need to distinguish themselves by providing a higher level of customer service, Associa has shown a commitment to this goal that is unmatched by our competitors through the many educational opportunities offered to our staff, including Associa University®, an online training resource where our staff can improve their skills at their own pace. HRW staff participates in ongoing training that includes achieving nationally recognized Community Management credentials through the Community Associations Institute, and courses through Associa University® that are designed to hone their skills; including Microsoft certified training, communications courses and customer service training.

An extension of our focus on excellent customer service is reflected in our newly reorganized support team. We believe strongly in the value of personal service, which is why each community we manage receives the personal attention of an individual community manager selected to meet the particular needs of each client. The Assistant Manager and Accounting departments are each comprised of a team of specialized professionals who assist the manager and support the many, varied needs associated with running your association.

Our service team is uniquely organized to provide the highest level of efficient customer care due to specialization by each team member in a service area essential to the management of your community:

The Community Manager's focus is to work closely with the Board to coordinate operations, guide and maintain a focus on policy



governance and facilitate long-term planning. Community managers meet regularly to review processes and share unique problems and solutions, so that we have a depth of experience that extends beyond your manager to our team, enabling managers to relate to any problem that should face your association. The manager is responsible for compiling and preparing reports to be submitted to the Board at regular intervals, carrying out and coordinating planned tasks, responding to emergencies and attending meetings.

For day-to-day operations, the Assistant Community Manager team's focus is to ensure that each resident's needs are addressed in a prompt and professional manner, without having to wait on the manager, who may be out meeting with vendors or addressing

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## CONSUMMATE CUSTOMER CARE, Continued

issues on site. Calls during regular business hours are answered by a live assistant who is qualified to answer the majority of callers' questions promptly. In addition to this prompt and professional service, and focusing on the best way to service the association's needs, we have further identified the following specializations for Assistant Managers:

Architectural Management Specialists: Donna Riordan and Sabrina Tramutola  
Communications Management Specialist: Laynea Tyler  
Mailroom Coordinator: Charles Bigliardi  
Office Management Coordinator: Rhonda Haskins  
Relationship Coordinator: Anne White

The Accounting team is organized to ensure that your financial

reports are timely and accurate, vendors are compensated promptly and association receipts are properly processed. Accounting staff assist callers with information relating to their accounts and other financial matters. The accounting staff is specialized in the following functions:

Accounts Receivable Specialist: Tim Allen  
Accounts Payable Specialist: Aquichia Walker  
Resale Processing Specialist: Edie Peterson-Cano  
Assistant Accountant (financial report preparation): Sally Parker  
Accounting Manager: Dilip Shah

This specialization of support staff is further enhanced by regular cross-training and excellent systems that enable our service team to function seamlessly if a staff member should be on leave or otherwise not available to a client.

We have been encouraged by positive feedback received since our recent organizational changes, and we look forward to hearing your feedback so we can continue to further improve our systems in 2010.

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**AS A RESULT OF OUR OFFICE MOVE** and new customer service specializations, we also had the opportunity to upgrade our on-site copy and print equipment. Accordingly, we are pleased to be able to offer enhanced production services to our clients!

For several years HRW has been transitioning our record management systems to electronic filing and the new scanners (one color scanner) have the added feature to convert pdf documents to searchable text, which makes it a lot easier for our staff to search the association's legal documents for specific information. As a Board member you know that the answer always lies somewhere in your governing documents, and when you are dealing with dozens of different sets it can be daunting, so we are very excited about this feature.

In addition, we will be able to print association directories, newsletters etc. in small quantities at competitive prices. Access to the newest equipment means that our staff will be able to service our clients more efficiently, which translates to cost savings and improved service. Ask your manager if you are interested in more information about your association's copy needs.

## HRW OPEN HOUSE

*You're invited!*

4 to 7 pm

Tuesday, January 26, 2010

4700 Homewood Court, Suite 380

Raleigh, NC 27609

RSVP: (919) 787-9000

HRW is proud to announce that we have relocated our offices to a new location, conveniently located just north of North Hills. To celebrate our move we are hosting an open house for Board members and Committee members. Please stop by to meet our staff, enjoy a snack and take a look at our upgraded facilities. We will also be opening the invitation to several of our preferred vendors, so you may have the opportunity to network and put a face with a name of someone already working with your association.

# CORPORATE BOWL-A-THON



Split Happens



Incredibowls



**STORY BY: FAITH DESMET, LEGAL ADMINISTRATOR**

**A**SSOCIA HEADQUARTERS HELD its first Bowl-a-Thon on Friday, November 20, 2009. Representatives from nine vendors participated in the friendly competition, along with 65 Associa employees, friends, and family. The prize for highest scoring team went to Split Happens, and the prize for best costume went to the Incredibowls. The Bowl-a-Thon raised over \$6,000 for Associa Cares, and a Second Annual Bowl-a-Thon is already in the works!

The highest scoring team was Split Happens (pictured above, far left). The best costume was The Incredibowls (second picture above).

Associa Cares was established as a 501(c)(3) non-profit charity to

assist families and communities in crisis as a result of natural and man-made disasters. Through the support of Associa employees and clients, Associa Cares seeks to assist those in neighborhoods across America who are in financial crisis through no fault of their own — including victims of natural or man-made disasters.

While Associa and its companies generously donate time and money to various national and local charities across the country, Associa Cares offers the opportunity to partner with an organization dedicated primarily to disaster relief.

For more information about Associa Cares, please visit [associacares.com](http://associacares.com)

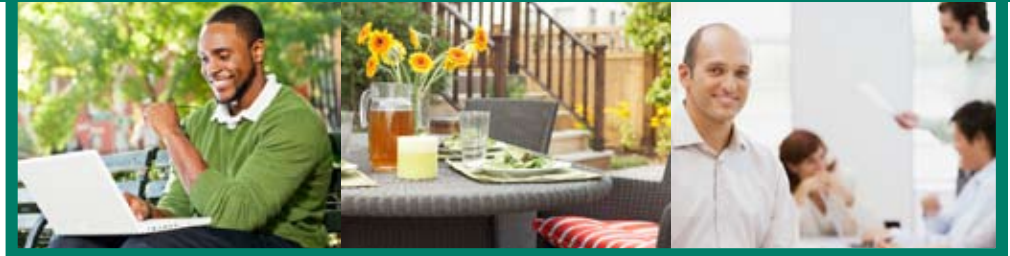
## ANNOUNCING: BOARD ACCESS

### FOLLOWING OUR RECENT SOFTWARE UPGRADES, HRW

activated a new service, Associa Homeowner Access, for your Association that allows all owners within the community to access their account information and payments in real time! This convenient enhancement is offered at no cost to HRW clients.

Because we are always looking for ways to provide the communities we serve with the most innovative and resourceful tools possible we have worked closely with a vendor and our software provider to develop, not only the Associa Homeowner Access already in use, but our latest enhancement; Associa Board Access. This level of integration and access is state-of-the-art and represents our commitment to providing you with the most advanced technology to make your job as a board member easier, more convenient, and as productive as possible.

Accurate, convenient, and easy to use, Associa Board Access allows you to access your association's current information at



your convenience. Real-time financial reporting and management tools are presented graphically, providing you with an accurate, at-a-glance overview of the association's operational status.

Because Associa uses this software nationwide and has a level of buying power with our vendors, we have negotiated a significant discount should your Association decide to activate Associa Board Access. For Association clients who currently have a Community website through Associa, the total monthly fee for both the website AND the Associa Board Access is just \$95. For Association clients that do not have an Associa Community Website, the monthly fee is \$75. Due to enhanced security features, the association's financial

information will be conveniently accessible to Board members and remain totally secure and protected.

Your Association has an opportunity to be one of the first in the country to utilize this new technology. There is no long term commitment with this tool. While the price is locked at this discounted rate for at least 12 months, your Association can discontinue the use of the service at anytime with a 30 days notice. Billing for this new service does not begin until the first of the month after the tool as been activated. There is no charge to activate or deactivate the tool.

If you have questions about the service or would like to get started, please contact your manager.



# FROM THE PRESIDENT

AS HRW CONTINUES TO EVOLVE AND GROW, this will be my last correspondence to you as the President of HRW. As I begin my final year with HRW, the duties of the President are being fully assumed by Cathy Wade, CMCA®, AMS®, PCAM®, who has been preparing for the role for the last several years. She has been growing into the job very well, and has been performing most of my duties for the last several months in preparation for this formal announcement.

Cathy joined HRW more than four years ago, after eight years working in homeowners association management in Park City Utah. Cathy is originally from South Africa, where she earned a bachelors degree in business. She and her husband ran their own coffee business there for several years before immigrating to the US. HRW is fortunate that she has found a place to call her home here in our great region.



It was clear from the very beginning that Cathy would move up quickly and effectively in the organization. Shortly after being hired as a Community Manager, she assumed responsibility for the operation of the Cary branch, which was improved under her leadership. As I began to plan for my ultimate retirement from HRW, Cathy was the clear choice to be my successor, and she has proven to be an avid learner, and a great leader. I am fortunate to be able to leave HRW in such competent hands.

In conjunction with this change, Heather Gaster, CMCA®, will be assuming Cathy's responsibilities as Executive Vice President. Heather has already been performing most of the EVP duties, and this



change recognizes that reality. Heather is in her fifth year with HRW, after spending more than seven years in the apartment industry, most of that time as a Property Manager. Prior to that, she attended North Carolina State, where she majored in Sociology.

Heather began her career at HRW as a Community Manager. She rose to every challenge and opportunity and she worked with some of our most challenging clients, before moving into corporate administration. She has been our Director of Administration, where among other duties she headed up Human Resources, Association University, Facilities and Fleet Management and Information Technology.

Both these changes prepare HRW for the future, and provide the leadership necessary to assure that HRW continues its steady path of improved service to all of our clients.

As for me, I will be focusing my attention and efforts on helping HRW grow by doing all I can to identify and add new clients to the HRW family. If you know board members from other homeowners associations that might be willing to discuss how HRW can improve the quality of the services to their communities, please contact me. I can still be reached at (919) 787-9000 or at [jlawton@hrw.net](mailto:jlawton@hrw.net). Thanks for your help.

*John Lawton, CEO*

## LAW DAY FOR COMMUNITY ASSOCIATIONS

Saturday, February 27, 2010 | 10 am to 3 PM (Lunch served)  
Extraordinary Ventures | 200 S. Elliot Rd | Chapel Hill, NC 27514

CAI Members: \$25.00 | Non-Members \$30.00  
Price includes materials, programs, and lunch

Registration required, deadline Tuesday, February 23  
Register online: [www.CAI-NC.org](http://www.CAI-NC.org)

Running Homeowner Associations can be very challenging. Doing it correctly and efficiently also goes to the heart of protecting property value. Law Day is an opportunity to hear from some of the best legal minds in the state, understand the legal parameters that govern HOAs, and learn of practices that are effective in solving problems in your communities. This multi-faceted seminar is designed for the volunteer community leaders as well as management professionals to help facilitate the use of the legal tools that exist to protect the association, the owners and the residents.