



**SPRING
SHOWCASE**
See Recap
Pages 2, 4, 10-12

Vol. 34 • No. 6 • June 2016

www.CAI-RMC.org

COMMON INTERESTS



Improving Your COMMUNICATION

INSIDE:

Spring Showcase Recap
Communication Platform Pro/Con
Landscape Management
Creating Social Media Content
And More!



THANK YOU SPONSORS!

Spring Showcase & Trade Show



Presenting Sponsors



Supporting Sponsors



Additional Sponsors

REGISTRATION & BREAK SPONSORS



BREAK & TRADE SHOW SPONSORS



CLASSROOM SPONSORS



BOARD LEADERSHIP DEVELOPMENT PROGRAM SPONSOR



TOTE BAG SPONSORS



PHOTO OPPORTUNITY SPONSORS



PHOTO SPONSORS



MAGNETIC BADGE SPONSORS



BUS TRANSPORTATION—SOCO



GENERAL SESSION SPONSOR





COMMON INTERESTS IN THIS ISSUE

FEATURED

2016 CAI-RMC Spring Showcase 10

by Ricardo Lases

Communication Platform Pros & Cons 14

by Joe Jackson

Helping to Create Reasonable Expectations Toward Landscape Management 18

by Shad Parrish

Resource Guide for Denver Communities 24

Five Strategies to Create Cool Content for Social Media 26

by Beth Ziesenis

Creating a Good Welcome Packet to Help Reduce Phone Calls and Emails 28

by Matt Egan & Jessica Lindzy

DEPARTMENTS

President's Message 4

Executive Director's Message 5

Committee Corner 6

2016 Editorial Calendar 17

Welcome New Members 17

Service Directory 30

2016 List of Committees 34

CAI-RMC Event Calendar Back Cover

Programs & Education • 6



Spring Showcase • 10



Pros & Cons • 14



Landscape • 18



The materials contained in this publication are designed to provide our members and readers with accurate, timely and authoritative information with regard to the subject covered. However, the Rocky Mountain Chapter of CAI is not engaging in the rendering of legal, accounting, or other professional types of services. While the Rocky Mountain Chapter of CAI provides this publication for information and advertising, the Rocky Mountain Chapter of CAI has not verified the contents of the articles or advertising, nor do we have the facilities or the personnel to do so. Members and readers should not act on the information contained herein without seeking more specific professional advice from management, legal, accounting or other experts as required.

SPLIT RAIL FENCE & Supply Co

"The Respected Leader in the Industry Since 1974"

**Specializing in High Quality,
#1 Grade Cedar Privacy Fences**



Cedar Privacy



Vinyl



Ornamental Iron



Trex Seclusions

**HOA
SPECIALISTS**

Serving the Metro Area for over 38 Years!

Wholesale to the Public • Complete Installation or Materials Only

FREE ESTIMATES

www.splitrailfenceco.com



Bufftech

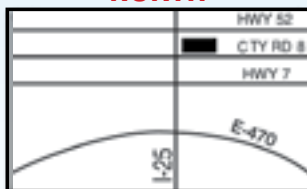
SOUTH

MEMBER OF
community
ASSOCIATIONS INSTITUTE

NORTH



**8065 West Brandon Dr.
Littleton, CO 80125
303-791-1997**



**3330 E. I-25 Frontage Rd.
Dacono, CO 80514
303-828-1501**



President's Message



CARMEN STEFU

President
CAI-RMC

A number of members of our Chapter recently attended the 2016 CAI National Conference in Orlando, Florida! What a great event and opportunity to network and learn of how other national CAI members handle our industry! If you ever have the opportunity to attend the CAI National Conference, I certainly recommend it!

I am also proud to announce that our Chapter received an achievement award for best Net Growth (10%) in a calendar year for a very large Chapter! I, **Denise Haas, President Elect** and **Bridget Sebern, Chapter Executive Director** accepted this award at the 2016 CAI National Conference in Orlando, Florida. We are very excited about this award! Congratulations CAI Rocky Mountain Chapter! We are also looking to add to our achievement award collections for future years! Excellent job team!

Our events are coming fast and furious; recently, a number of **Lunch & Learns** were hosted in the Vail area. The events were wonderfully attended and we are so proud of the **Mountain Education Committee** for such successful events! A big Thank You also goes to all the speakers & sponsors! Congratulations & we look forward to other great mountain events in the future!

As we look towards the summer and all the summer projects that we each handle in our industry, I wish you successes in all your professional endeavors! 🏡



Spring Showcase & Trade Show

**Congratulations to
Molly Ryan**

who dressed for a day of derby fun
and won "Best Dressed Attendee"!

**Mark Richardson (L), Co-Chair Spring Showcase
Committee and Ricardo Lases (R), Chair Spring
Showcase Committee, were proud to present
the award to Molly.**



Executive Director's Message




BRIDGET SEBERN
Executive Director
CAI-RMC

May turned out to be extremely productive month for the chapter. As you may or may not know, we won the best net growth for the very large chapter category at the **CAI National Conference**; we held our first lunch and learn series events in the mountain communities (which were very popular); we tried out a new venue for the Denver Metro area lunch and learn programs (the outside patio was a huge hit); and we tested out a north location for

the manager's lunch. All in all, we delivered great results for the Chapter in May.

June should be an exciting month as well with one of our most popular events towards the end of the month. We're holding the **20th Annual CAI-RMC Golf Tournament** on **June 24th**—if you haven't signed up yet, make sure you do at www.cai-rmc.org.

Have you checked out our Facebook page recently? We've been posting pictures of all of our events and would love for you to "like" our page if you haven't already. Our pictures from this year's

events have been widely popular—mostly because they're fun to look at it and they certainly capture the essence and popularity of our programs. Don't forget, if you're at one of our events, we'd love to have you take and post pictures and include CAI-Rocky Mountain Chapter in the post. The Chapter turned 40 in April and we're proud of all the friends we've made along the way. Help us show off why we continue to grow and thrive as the leader in HOA education, advocacy and networking in Colorado. 

"We've been posting pictures of all of our events and would love for you to "like" our page if you haven't already. Our pictures from this year's events have been widely popular—mostly because they're fun to look at it and they certainly capture the essence and popularity of our programs."



is a publication of the Community Associations Institute,
Rocky Mountain Chapter.

EDITORIAL STAFF

Bridget Sebern
720-943-8606
bridget@HOA-Colorado.org

Dan Schwab
Eidolon
Design & Layout
info@eidolonworks.com

EDITORIAL COMMITTEE

Jessica Meeker—jmeeker@hearnfleener.com
Maggie Bolden—mbolden@palaceconst.com
Matt Egan—matt@a-and-mproperties.com
Bryan Farley—bfarley@reservestudy.com
Joe Jackson—jjackson@ehammersmith.com
Mark Richardson—mrichardson@4shoa.com

ADVERTISING

Deadline: First of each month for the following month's issue.
NOTE: All ads must be camera ready or additional charges will apply. All ads must be prepaid. Advertising in *Common Interests* is a benefit of membership, and you must be a member to advertise. Acceptance of advertising in this magazine does not constitute endorsement of the products or services. Rates available upon request. Email bridget@hoa-colorado.org.

ROCKY MOUNTAIN CHAPTER OFFICE

c/o Caddo Association Leadership, LLC
6105 S. Main Street, Suite 200 • Aurora, CO 80016
(720) 943.8606 • Fax (720) 943-8618
www.CAI-RMC.org

2016 BOARD OF DIRECTORS & OFFICERS

Carmen Stefu, CMCA, AMS, PCAM, <i>President</i>	Cici Kesler, PCAM David Graf
Denise Haas, CMCA, AMS, PCAM, <i>President-Elect</i>	Christopher Drake
Jason Holley, <i>Vice President</i>	
Chad Otto, <i>Treasurer</i>	
Kim West, <i>Secretary</i>	

SOUTHERN COLORADO CHAPTER OFFICE

Jodi Walker, CED
PO Box 77231
Colorado Springs, CO 80970
(719) 264-0301 • info@caisoco.org

NATIONAL OFFICE

6402 Arlington Blvd, Suite 500
Falls Church, VA 22042
Toll Free (888) 224-4321 • www.caionline.org



PROGRAMS & EDUCATION COMMITTEE



We're listening!

The Programs and Education Committee wants to hear from you.

When you attend a lunch and learn or CAI event, don't forget to fill out the survey. After every program, the P&E Committee takes the time to review your comments, concerns and suggestions. While, some of the responses make us laugh and some not so much, they typically spark a new idea for the committee. For example, remember when we tried out assigned seating at lunch and learns? That idea came from a completed survey. Why aren't we doing it now? Another survey showed it wasn't so popular. That's not to say we won't try it again in the future... Want to see more lunch and learns up north in the Broomfield/Westminster area? Suggest a place. Suggest a topic. We're always listening. We are here to improve your experience, help you get the most of your education, and make it a little fun. So don't forget, your opinion counts with the CAI-RMC P&E Committee.

McKenzie Rhody Construction Defect Attorneys



McKenzie Rhody has represented thousands of homeowners and homeowners associations affected by defects in their townhomes, condominiums, lofts, high-rises and single-family homes.



- Balconies/Patios
- Expansive soils
- Roof Defects
- Structural and Foundation Defects
- Water Intrusion
- All Other Construction Defect Claims

Member of the Community Associations Institute

If you believe construction defects exist at your project, call (800) 996-1770 today for a free initial investigation or visit us at www.MRConstructionDefectLaw.com for more information.

Serving All of Colorado | (800) 996-1770 | www.MRConstructionDefectLaw.com

Foundation for Community Association Research

information that matters

Donations that make it possible

The Foundation for Community Association Research sponsors needs-driven research that informs and enlightens all association stakeholders—residents, homeowner volunteer leaders, community managers and other professional service providers, legislators, regulators and the media.

But it can't happen without your general support. Our research is made possible by your tax-deductible contributions. You can help support the Foundation and our mission by making a tax-deductible contribution.

Ways to Donate

- Visit www.cairf.org and click the "Donate" tab.
- Mail a check made out to the Foundation for Community Association Research to:

Foundation for Community Association Research
6402 Arlington Boulevard, Suite 500
Falls Church, VA 22042

Visit www.cairf.org/supporters to see the individuals and organizations that have contributed. Remember, all donations are tax deductible.

Visit www.cairf.org/about to learn more about Foundation initiatives.

Want more information? Write Executive Director Dave Jennings, CAE, SPHR, at djennings@caionline.org.

Thank you in advance for your support.



www.cairf.org | (888) 224-4321

The Foundation for Community Association Research provides authoritative research and analysis on community association trends, issues and operations. Our mission is to inspire successful and sustainable communities.

How and Why Community Associations Work

The number of community associations in the United States has increased from just 10,000 in 1970 to more than 330,000 today. That's little surprise given the numerous factors that drive the continued growth of association-governed communities, which include homeowners associations, condominiums, co-operatives and other planned communities.

1 BENEFITTING FROM COLLECTIVE MANAGEMENT

Americans have largely accepted the collective management structure of common-interest communities. The private covenants and rules characteristic of associations are not novel in residential living. Similar restrictions often exist in rental apartment lease agreements and in zoning laws and building codes that govern traditional single-family, detached housing. In traditional housing, however, such restrictions are adopted and administered by municipal governments rather than by the private governing boards composed of homeowners who are elected by their neighbors to lead their associations.



2 PRIVATIZING PUBLIC FUNCTIONS

Because of the fiscal challenges faced by many municipalities, housing developments often are approved with the stipulation that associations will assume many responsibilities that traditionally fall to local and state governments. These obligations can include road maintenance, snow removal, trash pickup and storm water management. This privatization of services allows municipalities to permit the continued development of needed housing without having to pay directly for that infrastructure through the tax base.



3 EXPANDING AFFORDABLE HOMEOWNERSHIP

There has been a persistent effort to increase homeownership in America, especially in underserved groups, such as minorities, women and immigrants, and in specific locations, such as urban areas. Almost from their inception in the 1960s, condominiums have tended to serve as lower-cost housing, especially for first-time buyers. This was especially true of early condominium conversions, in which apartment buildings were refurbished into condominiums. In today's economic climate, achieving affordability is a major challenge. Without the construction and operating efficiencies inherent in association development and operations, affordability would be an even greater problem.



4 MINIMIZING COSTS AND FOSTERING MARKET EFFICIENCIES

Community associations not only maintain home values but also reduce the need for government oversight. Associations avoid the "tragedy of the commons" (where no one is responsible) through mandatory membership and collective management. They also circumvent the "free rider" issue (where not all beneficiaries pay their share) through mandatory assessments and agreements between the association and the homeowners. Put simply, community associations are an efficient means of providing services, assigning payment responsibility and being responsive to local concerns.

5 PROVIDING AMENITIES, OPPORTUNITIES AND OPTIONS

Associations offer a diverse variety of services and amenities, from golf courses and marinas to equestrian facilities and fitness centers. Very few Americans can afford such benefits without the shared responsibility enabled by common-interest communities. People who don't want to contend with gutters and yard work can purchase homes in communities where these responsibilities are taken on by the associations. There are age-restricted communities, pet-free and pet-friendly communities, even communities with airstrips. Community associations give people options, alternatives, facilities and resources they could not otherwise enjoy.

6 BUILDING A SENSE OF COMMUNITY

We are, for better and worse, a highly transient society. Americans follow professional opportunities and other preferences from state to state. By their inherent nature, community associations bring people together, strengthen neighborhood bonds and promote a sense of community and belonging—attributes that are often overlooked. A large percentage of the more than 62 million Americans who make their homes in associations take advantage of association-sponsored activities like holiday events, social clubs, athletic and fitness activities, pool parties and more. These activities help residents get to know their neighbors and forge new, supportive friendships. Social opportunities exist even in smaller associations that don't have the resources or critical mass to sponsor formal activities. Many Americans make enduring friendships by serving on association boards and committees and volunteering in other ways.



DISPUTES AND CONFLICT. Community association critics often focus on issues that garner media attention, such as disputes over fences, bird feeders, landscaping, flagpoles, yard signs and similar issues. The reasons for the continued growth of associations—and the value and benefits of these homeowner-governed communities—are either ignored or misunderstood.

Of course, there are disputes in associations—between residents and their associations and among residents themselves—but they are relatively few in number and tangential to the actual operation and performance of community associations. In fact, the overwhelming majority of Americans who live in associations say they are satisfied with their communities.

The community association concept works—for municipalities, the U.S. housing market and the millions of Americans who choose to make their homes in common-interest communities.





CAI-RMC SPRING SHOWCASE

Race to Success



Ricardo Lases,
2016 Spring
Showcase
Committee Chair

The 2016 Spring Showcase & Trade Show, "Race to Success" was as the theme called it, a success! The committee, as well as the attendees could easily agree that this year's Spring Showcase was yet one of the best ones for the Rocky Mountain Chapter.

The committee had a lot of fun selecting the theme! Once the theme was selected, we knew that our expectations to deliver were to be set high. Along with the theme, the selection of the speakers and keynote speaker kept the committee busy for months. After all the hard work and additional requirements that were submitted and reviewed, we were confident that the attendees would appreciate all the selected classes. This is perfect timing to thank all of you who were interested in presenting a class during the education sessions. Please stay tuned for the 2017 Spring Showcase notices; the selection requirements will continue for

future years.

The Denver Convention Center has opened their doors to our showcase since 2014 and we are excited to announce that since then we have grown year after year, not only in attendees, but also the number of exhibitors. Due to our rapid growth we had to move to a bigger exhibit hall that met our need for more space.

As we arrived at the Denver Convention Center the day prior to the event, the committee was extremely excited to see our marketing displays and announcements on the big screens of the Convention Center. We were certain that our hours of work were paying off!

As part of our growth, this year the committee was approached by Professor Larry Ambrose from the Metropolitan State University of Denver. Professor Ambrose teaches a class in Trade Shows and Expositions in the Hospitality Tourism and Events Department. Professor Ambrose thought our event would be a great educational experience for him and his students and we were honored to have hosted his group. Professor Ambrose and about 25 of his students walked the floor and took notes, appreciating the creativity of many of our exhibitors.

Professor Ambrose reported the following after his visit: "Our visit was everything we expected and more! The students very much appreciated learning about the CAI organization, the industry, career paths within the industry, how the show was organized and its financials. They enjoyed all the variations on the Kentucky Derby Theme. Getting to see first-hand how the vendors creatively drew people into their booths, brought what they had been learning in theory into reality".

This would be perfect timing to acknowledge all the thought and hard work from the exhibitors into their booth design so as to be able to incorporate our theme! Thank you! A big applause to Hearn & Fleener, LLC as they were selected best booth award winners at the Trade Show.

Another big change this year was our unique ability to host board members and have dedicated sessions for them. We hope to continue hosting board members in future years and we encourage all managers to please invite your board members to the CAI Rocky Mountain Chapter events, as some events have programming (Board Leadership Development Program) dedicated to their education.

Jill Hrobsky, Board President of Parkway Towers Condominiums was excited to attend this year: "I had an overall excellent time and impression of the Spring Showcase and look forward to attending again (hopefully) next year. I really like the Derby Theme too! Fun to see people dressed up! I found VERY helpful to have an attorney speak and be able to ask questions. The material he provided was also very useful. The insurance session was very helpful and enlightening".

Another big applause to Molly Ryan; Molly won the best outfit of the day! She looked spectacular as always! Thank you everyone for looking so incredible!

It was very pleasant and exciting to see the interaction from the exhibitors and attendees; we hope that everyone was able to interact and continue to develop relationships within our organization. The committee is proud that this event is not only educational for Community Association Managers, but also beneficial for business partners.

Mr. Alex Welsh from Valiant Contractors experienced the following: "This was our first year attending the Spring Showcase; we had the opportunity to network with a lot of managers and other vendors alike. Within two weeks after the showcase we were able to get a contract signed from a manager in attendance. With quite a few referrals also trickling in, it was nice to see a quick return for our investment. On top of the monetary benefit, getting face time with so many managers provided our company with numerous new relationships".

We felt it was important to incorporate the experience from Mr. Welsh as it is important to know that this event it is very beneficial for the business partners and their continued support.

Overall, we hope everyone enjoyed the 2016 Spring Showcase and Trade Show. We hope it was a day full of education, new experiences, relationships, and fun!

The Committee will begin working very soon and start the planning of the 2017 Spring Showcase and Trade Show - please be alert for future notices.

THANK YOU FOR ATTENDING AND THANK YOU TO ALL OF YOU WHO MADE THIS EVENT POSSIBLE! ⬆

See Inside Front Cover for Spring Showcase's Wonderful Sponsors...





CAI-RMC SPRING SHOWCASE *Best Booth Winner*





EXPERIENCE
EXPERTISE
TECHNOLOGY
RESULTS

IF Hearn & Fleener, LLC

CONSTRUCTION ATTORNEYS

OVER 40 YEARS OF SPECIALIZING IN CONSTRUCTION DEFECT CLAIMS

Our team knows

- Colorado laws and issues
- The builders, developers and insurance companies
- How to effectively and professionally help defective communities

It is our philosophy that makes us different. We believe a construction defect lawsuit is not always the solution. Visit our website to learn more about us, our successes and what we may be able to do for your community.

303.993.6835 | 717 17th Street, Suite 1550
www.hearnfleener.com | Denver, CO 80202

Restoring the Balance of Your Aquatic Ecosystem Through Every Changing Season.

The sunshine and warm weather that we love also contributes to nuisance vegetation and algae blooms in our lakes and stormwater ponds. Our team utilizes the most advanced techniques and strategies to provide you with high-quality, environmentally conscious control measures. As part of an annual management plan, our team will not only help restore and maintain balance in your aquatic ecosystem, but also keep your waterbody looking beautiful.

Want to learn more? Download our free guide:
"Your Guide to Sustainable Pond Algae and Aquatic Weed Control"
www.solitudelakemanagement.com/balance

SOLITUDE
LAKE MANAGEMENT

Restoring Balance. Enhancing Beauty.

888.480.LAKE • solitudelakemanagement.com

PROBLEMS WITH YOUR INSURANCE CLAIM? NO FEES UNLESS WE GET YOU MORE MONEY!

- » Delays in Payment, Underpayment, or Denial from Insurance Company
- » Property Damage
- » Tornado & Hail Insurance Litigation
- » Water Damage Claims
- » Flood & Wind Claims

1-888-98-STORM

S **SPEIGHTS & WORRICH** **W**
INSURANCE LAWYERS
SPEIGHTS *FIGHTS* INSURANCE COMPANIES *FOR YOU!*

SpeightsFirm.com

COLORADO LOCATION
116 Inverness Drive East, Suite 270
Englewood, CO 80112

Communication Platform



Pros

&

Cons



Joe Jackson,
Hammersmith
Management

You're a board member or community manager with a message to send. But which method do you choose to get it out into the world? Smoke signals? Carrier pigeons? (I'd advise against it; lighting fires and keeping flocks of birds probably violates a lot of CC&Rs!) Here's the full breakdown.

Newsletters

Ah, the old classic. Newsletters are a lot like cars that run on gasoline: on their way out, but not fast enough! Physical, printed newsletters used to be one of the

only options for communication between homeowners and their boards and management companies, but this option is increasingly being phased out in favor of more modern and instantaneous options.

• Pros:

In-depth. Boards and managers can write at length and relay very content-rich messages with a newsletter format, and the content can be wide ranging. Need to cover a lot of different topics in more detail than an email allows? Put it in the newsletter.

Visual. Newsletters can feature eye-catching photos and graphics that other mediums can't. This can also be a double-edged sword though, which I'll get to further down.

Consistent. By keeping a regular publishing schedule, homeowners know to be on the lookout at specific times for the newest edition. Because the U.S. Postal Service is fairly reliable, you can also assume with a great degree of certainty that your message is at least making it to the right mailbox, even if it isn't ultimately read.

Traditional. Many homeowners still read physical newspapers, so many homeowners still may appreciate a printed newsletter. (Though their numbers are dwindling, and even the biggest newspapers are feeling the crunch.)

• Cons:

Length concerns. Because newsletters allow the writer to go in to depth, this also allows them to be longwinded. Homeowners aren't going to pick up your newsletter (let alone read it cover to cover) if they feel intimidated by the amount of content. Keep articles short and concise or risk scaring away your readership.

Visual(ly Unappealing). Remember how I just wrote that the visual nature of a newsletter was an advantage? That's if the graphic design and layout are high quality and well-executed. A poorly-designed newsletter (think Microsoft Word clipart and Comic Sans font) will ensure that nobody reads it.

Snail Mail. Physical newsletters rely on the U.S. Postal service, which is consistent but far from instantaneous. If you have a message you need to get out immediately, newsletters are about the worst option at your disposal.

Expense. Postage isn't free, and neither is printer ink. (Or professional printing and design services, for that matter.)

Advice: Use them if you have to, but avoid them if you can.

Direct Mailers/Door Hangers

Printed mailers and door hangers are another option for distributing information with several advantages over newsletters, but they also run into some of the same challenges and shortcomings as other printed media.

• Pros:

Direct. Because they end up directly in residents' mailboxes or on their front door, direct mailers and door hangers are hard to ignore. (And therefore, hard to convince the board or management company that they didn't receive the communicate.)

Lower cost. As long as they meet certain design requirements, post cards are relatively inexpensive to send via USPS, so they're a good candidate for a direct mail campaign. (Which is an advantage over newsletters.) They are also much less expensive to design and produce, as they are much less rich in content. It's the same with door hangers: the message and design are simple, so the cost is much lower.

• Cons:

Limited real estate. While it's hard to ignore a post card or door hanger, the amount of information you can fit onto them is limited. That means you'll have to choose your messages carefully and be concise, or risk a cluttered design.

Not instantaneous. Again: if you utilize USPS, you pay for it in timeliness.

Advice: Use them if you have the budget to have them professionally designed, printed and mailed.

E-Newsletters/E-Blasts

If printed newsletters and direct mailers are broken down gas-guzzlers, e-newsletters and e-blasts are Teslas: modern, sleek and fast. They perform the same function as a traditional newsletter or mailer, without many of the drawbacks.

• Pros:

Depth with brevity. E-newsletters and e-blasts still let their authors go into depth, but oftentimes only a preview of the full content is displayed within the email message delivering it. Readers then can click hyperlinks within the email to take them to the full article, which allows for a clean, compact email layout with lots of articles but little clutter.

Instantaneous. Your message is delivered as soon as you hit "send."

Lower cost. The digital format of an e-newsletter or e-blast saves money on ink, printing services and postage. (They do have other costs associated with them though, which I'll get into below.)

• Cons:

Some cost involved. In order to manage your mailing lists and create high quality digital newsletters, it's a good idea to invest in an email building and management tool like MailChimp or Campaigner. Monthly costs of these vary, but will be much less than the cost of printing and mailing a newsletter. (And savings scale upward with the number of units in the community.)

Computer skills required. While most email management tools are fairly intuitive, they do require a certain amount of intermediate computer knowledge that may be out of reach for some. An

alternative to building it yourself is hiring an outside company to build them, but then that increases costs.

Email addresses change. While email is an instantaneous way to get in touch with your readership, email addresses also change with much more regularity than physical addresses, and oftentimes without warning. This means that your email database will need regular maintenance and updating, which can be time consuming and requires some technical ability.

Advice: Learn how to design eye-catching, engaging e-newsletters. (Or hire someone to do it for you.)

Text Messaging

Automated text messaging is an industry communication trend that we're noticing more and more. Many management software programs now have a text message function. But is it worth utilizing?

- **Pros:**

Very high delivery success rate. It's 2016, and people are attached to their smartphones like they're another appendage. If you send your homeowners a text message, you can rest assured that it will be seen and read.

Low cost. Beyond the cost of the software license, you don't have to spend any additional dollars to utilize a software's text messaging function. However, depending on the cell phone carrier and plan of each of your homeowners, they may incur some costs for receiving them.

Useful in emergencies. Need to warn the community of an immediate safety threat? Text messages are instantaneous, so they make a great option for emergency alerts.

- **Cons:**

Must be brief. While text messages are useful for short messages that must be relayed quickly, they aren't ideal for messages longer than a few sentences at most.

Phone numbers change. Like email addresses, phone numbers are also subject to change. In order for this method of communication to be useful, you must keep your database updated.

Technology outages. Like all methods of electronic communication, a mass text messaging system is dependent on the software company's servers. (Which sometimes pick the most inconvenient times to go down.)

Advice: Text messaging capabilities can make a great addition to your communications arsenal, but only rely on them for short, concise messages.

Note: before deciding to utilize text message communications, legally your homeowners must 'opt-in' to receive these messages to comply with the Telephone Consumer Protection Act of 1991. This can be as simple as creating a sign-up form on your company's website, and takes care of the legal compliance outlined in the February 15, 2012 amendment requiring 'prior express written consent.' ⬆

Benson | Kerrane | Storz & Nelson
CONSTRUCTION DEFECT ATTORNEYS



We are proud to have seven attorneys included on the Super Lawyers and Rising Stars lists, two attorneys listed on the Top 100 list and two listed on the Top 50 Women list.

*CHOSEN TO 2016 SUPERLAWYERS. **CHOSEN TO 2016 RISING STARS

Super Lawyers is a rating service of outstanding lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement. The selection process is multi-phased and includes independent research, peer nominations and peer evaluations.

Construction Defects | Denied and Underpaid Insurance Claims
www.constructiondefects.law | 720.898.9680
110 N. Rubey Drive, Suite 200 — Golden, CO 80403



Welcome New Members

Cassandra Alimonos—East West Resorts

Matthew Bremseth—Fireside Properties, Inc.

Audrey Brown—Westwind Management Group, Inc.

Sherrie Duran—Association and Community Management

Jenny Glidden

Theodore Gum

Lisa Hansen—Colorado Association Services-Ft. Collins

Eric Lacov

Peter Mamich—Wilderness Property Management

Mary Monnet—Genesee Foundation

Ivan Perrin

Katherine Whitmore—
Colorado Association Services—Lakewood

Brianna Yonkers—Stillwater Community Management

Lawrence Young



Editorial Calendar

Issue	Topic	Article Due Date	Advertising Due Date
August	Industry Trends	06/17/2016	07/15/2016
September	Financial Management	07/22/2016	08/15/2016
October	Community Leadership	08/19/2016	09/15/2016
Nov/Dec	Year in Review	09/23/2016	10/15/2016

Helping to Create
**Reasonable
Expectations**

Toward
**LANDSCAPE
MANAGEMENT**





Shad Parrish,
BrightView
Landscape
Services

Education is an imperative part of all of our jobs, as is creating the right expectations of our clients, and of our teams. So what better way to fulfill this than to educate those to whom we are accountable to? Let's take a look at how landscape contractors operate in regards to setting reasonable expectations as well as addressing challenges in order to help create a more

harmonized view of how to achieve mutual success.

Landscape Prices / Contracts are based on the amount of time it will take for employees of the contractor to complete certain tasks. While there are other cost contributors involved, what customers are paying for is a contractor's (and their employees') time. If expectations are captured appropriately by the Association / Client and communicated to potential contractors, then a good contractor will make sure to truly understand those expectations and designate the appropriate amount of staffing and give their staff the right amount of time to complete their jobs (and pricing will correspond accordingly). However, when expectations are not set accurately, and clients ask for more time to be spent (via more service than what was accounted for or agreed upon in the contract), contractors are put in a position where they are spending time they didn't account for, resulting in higher costs for the contractor. Too much of the unforeseen and the contractor will be out of business unless they charge accordingly. This hopefully helps explain why, when asked for a "simple" task to be completed that wasn't accounted for up front in the contract, the contractor will seek additional payment. It may not seem like much that is being asked, but it's not much different than someone asking for the better engine in a car they are about to purchase, and expecting to pay the same price as the car with a lesser engine.

This greatly necessitates the need to have a detailed and well-defined RFP and scope of work, which not only explains what services are needed, but also captures expected frequencies, timing and the manner in which these services are expected to be performed. Perhaps the best way to achieve a clear understanding during the bid process is through a pre-bid meeting. During these meetings, contractor and Association / client representatives walk the site together, discuss expectations, and come to an agreement on the scope of work. Not only does this allow all contractors to bid equally, but helps facilitate a smoother transition for a newly selected contractor

if applicable. The time spent conducting a pre-bid meeting will pro-actively define expectations, both the Association and contractor will be in unison, and the focus can be on performing those services agreed upon, vs. "negotiating" what was interpreted or intended.

Like all companies, Landscape and Snow Removal Contractors are predicated on making the most efficient use of their resources and achieving the greatest amount of productivity. This means making sure employees and equipment are actively working vs. In industries where labor is already a problem (unfortunately those willing to work hard at manual labor jobs are a scarce commodity), employees need to be kept continually busy, aka maximizing productivity. Routine work, such as weekly mowing visits, is based on a consistent schedule where there are appropriate numbers of staff to complete their assigned jobs over the course of a week. Having too many employees, or not enough work, means low productivity, and less profit. Too few employees and the work can't all be done. And with the pay scale for landscape employees already on the low side, employees who are not getting enough hours and therefore not enough income, will quickly look for employment elsewhere. Unlike our beloved Denver Broncos, where such a high value is placed by fans and viewers, service companies can't pay employees high salaries for them to "sit on the sidelines" in case they are needed. Doing so, and paying employees to be available only when a job is needed, would mean higher costs to the contractor. In order to control those costs and offer pricing that is more affordable, it is imperative to be as efficient / productive with our labor as possible.

For less, or non-routine work, this concept of productivity is magnified. Spring services are a great example. The balance of keeping enough labor to perform aerations, irrigation activation, spring cleanups, trimming ornamental grasses etc. in a timely manner is the primary objective. The goal is to utilize the resources and get the work complete prior to the need for mowing on a regular basis. Unlike weekly mowing, where a dedicated team visits the site for a given amount of time each week, all the staff that is available (a finite amount) needs to perform all of those spring services once the weather allows (typically in one months time). As we know, Mother Nature follows her own schedule, and just because a landscape contract starts on April 1st, doesn't mean the weather will be such that all those spring services can be started and completed uninterrupted. Scheduling of service, and being able to adhere to the schedule is imperative to successfully completing all the necessary (and contracted) services. When factors such weather or lack of qualified labor come into play, which prevent the contractor from performing the

service as scheduled, then it becomes very challenging. With that finite amount of resources / labor, and the same amount of work still needing done, time lines get pushed, and work gets completed later than expected. Now a situation occurs where spring services are still needed, but mowing is also needed, and there is still a finite amount of staff available to do the work. So when the questions is asked “why isn’t my aeration complete yet in the 2nd week of May”, hopefully this will help provide a better understanding.

Another contributor to services being performed “late” is the timing of when Associations make their decisions / selections on their landscape contract. The earlier a contract is executed, the sooner the contractor can prepare, and get to work. The longer an Association / client waits, the more challenging it is for the contractor. A new challenge presents itself: there is now less time to learn the property, train staff, adjust the schedule and reallocate resources. It stands to reason then that the quality and timeliness of service suffers the longer an Association waits to select their landscape provider / contract.

Improvement projects again, follow these same concepts of labor productivity and timing. Work is first proposed, and once approved by the customer scheduled based on availability. The labor is a finite resource, and contractors will work on projects that are approved on a first come, first served basis. Due to the nature of our industry, most Associations / clients want services to be performed in the Spring. Because the high demand for project work, there is generally a wait time associated with getting work started. The best way to ensure project work is complete in the spring, is to contract for this work in the winter. Approving work orders in April / May,

well after others projects have already been scheduled or started, means waiting for the contractor to complete those projects so that they can get to the “next one in line”.

One of the most anticipated aspects of a landscape program is the planting of annual flowers, which truly can make a property beautiful, and increase its value. There is often a certain expectation that flowers should be planted as soon as the first 60 degree day happens. However, our weather is tumultuous at best, with the opportunity for hail, snow and freezing temperatures to occur well into May. Planting flowers too early makes them more susceptible to damage from such weather. While we are an impatient, “instant gratification” society, waiting to plant flowers until weather threats subside truly makes the most sense.

Timing and weather should also be factored in regards to irrigation activation and operation. With the cost of water continuing to increase, a wise choice would be to utilize the generosity of Mother Nature as much as possible. If natural precipitation occurs to the extent that the landscape is getting enough water, there is no need to operate the irrigation system. Not only is this a costly endeavor, it is also environmentally irresponsible.

The goal in providing this information is to facilitate a greater understanding and appreciation of the abilities and limitations of the contractors they employ. Once this understanding is achieved, there is a greater opportunity to work together in a true partnership, to achieve the goals of the Association / client. ⬆

Shad Parrish is a tenured Business Developer for BrightView Landscape Services, a company born from the merger of the nation's previous 2 most respected landscape organizations, Brickman and ValleyCrest.



Disaster Response
Fire Restoration
Water Mitigation
Mold Remediation
Vehicle Impact
Storm Recovery
Insurance Repair
Re-Roofing



PALACE
RESTORATION
building better lives™

52 years serving the Denver Metro area.
Quality. Experience. Swift Response.
...and no muddy boots on the carpet.

24-HOUR EMERGENCY SERVICES
303-777-7999

CAMICBSM

Community Association Managers
International Certification Board

CMCA® Recertification CONTINUING EDUCATION ACTIVITY WORKSHEET

Educational Institution or Organization

Title and Description of Program

of Hours

Location

Date

Educational Institution or Organization

Title and Description of Program

of Hours

Location

Date

Educational Institution or Organization

Title and Description of Program

of Hours

Location

Date

Educational Institution or Organization

Title and Description of Program

of Hours

Location

Date

Educational Institution or Organization

Title and Description of Program

of Hours

Location

Date

Use this activity worksheet as a tool to track your continuing education coursework throughout the two years leading up to your recertification. When completed, send it with your Recertification Application to CAMICB at info@camicb.org. Call 866.779.CMCA with any questions.
www.camicb.org

Perhaps the greatest achievement for any association is creating and sustaining a sense of community among residents and leaders. This goal is best achieved when homeowners, non-owner residents and association leaders recognize and embrace their rights and responsibilities. It was with this goal in mind that CAI developed Rights and Responsibilities for Better Communities. These principles can serve as an important guidepost for board and committee members, community managers, homeowners and non-owner residents.

Homeowners have the right to:

1. A responsive and competent community association.
2. Honest, fair and respectful treatment by community leaders and managers.
3. Participate in governing the community association by attending meetings, serving on committees and standing for election.
4. Access appropriate association books and records.
5. Prudent expenditure of fees and other assessments.
6. Live in a community where the property is maintained according to established standards.
7. Fair treatment regarding financial and other association obligations, including the opportunity to discuss payment plans and options with the association before foreclosure is initiated.
8. Receive all documents that address rules and regulations governing the community association—if not prior to purchase and settlement by a real estate agent or attorney, then upon joining the community.
9. Appeal to appropriate community leaders those decisions affecting non-routine financial responsibilities or property rights.

Homeowners have the responsibility to:

1. Read and comply with the governing documents of the community.
2. Maintain their property according to established standards.
3. Treat association leaders honestly and with respect.
4. Vote in community elections and on other issues.
5. Pay association assessments and charges on time.
6. Contact association leaders or managers, if necessary, to discuss financial obligations and alternative payment arrangements.
7. Request reconsideration of material decisions that personally affect them.
8. Provide current contact information to association leaders or managers to help ensure they receive information from the community.
9. Ensure that those who reside on their property (e.g., tenants, relatives and friends) adhere to all rules and regulations.



Community leaders have the right to:

1. Expect owners and non-owner residents to meet their financial obligations to the community.
2. Expect residents to know and comply with the rules and regulations of the community and to stay informed by reading materials provided by the association.
3. Respectful and honest treatment from residents.
4. Conduct meetings in a positive and constructive atmosphere.
5. Receive support and constructive input from owners and non-owner residents.
6. Personal privacy at home and during leisure time in the community.
7. Take advantage of educational opportunities (e.g., publications, training workshops) that are directly related to their responsibilities and as approved by the association.

Community leaders have the responsibility to:

1. Fulfill their fiduciary duties to the community and exercise discretion in a manner they reasonably believe to be in the best interests of the community.
2. Exercise sound business judgment and follow established management practices.
3. Balance the needs and obligations of the community as a whole with those of individual homeowners and residents.
4. Understand the association's governing documents, become educated with respect to applicable state and local laws and manage the community association accordingly.
5. Establish committees or use other methods to obtain input from owners and non-owner residents.
6. Conduct open, fair and well-publicized elections.
7. Welcome and educate new members of the community—owners and non-owner residents alike.
8. Encourage input from residents on issues affecting them personally and the community as a whole.
9. Encourage events that foster neighborliness and a sense of community.
10. Conduct business in a transparent manner when feasible and appropriate.
11. Allow homeowners access to appropriate community records when requested.
12. Collect all monies due from owners and non-owner residents.
13. Devise appropriate and reasonable arrangements, when needed and as feasible, to facilitate the ability of individual homeowners to meet their financial obligations to the community.
14. Provide a process residents can use to appeal decisions affecting their non-routine financial responsibilities or property rights—where permitted by law and the association's governing documents.
15. Initiate foreclosure proceedings only as a measure of last resort.
16. Make covenants, conditions and restrictions as understandable as possible, adding clarifying "lay" language or supplementary materials when drafting or revising the documents.
17. Provide complete and timely disclosure of personal and financial conflicts of interest related to the actions of community leaders, e.g., officers, the board and committees. (Community associations may want to develop a code of ethics.)



Resource Guide for Denver Communities

When you move to a new community, it is often confusing to figure out who to contact for certain services you may need for your home, condominium, or community association. Below is a list of service categories and resources that may be helpful for you and your association to have handy when you move to a new place or when something unexpected arises and you need assistance.

Of course, the service providers vary greatly based on which city or county your community is located in. This list will focus on the Denver area, and specifically the city and county of Denver. By no means is this an exhaustive list, but we hope it will provide helpful reference points for you.

If you don't have one for the community you live in, consider creating one and distributing it via your newsletter or social media posts.

RESIDENTIAL NEEDS

- **Utilities**
- **Gas & Electric**
 - * The Colorado Department of Regulatory Agencies - Public Utilities Commission has a helpful website with detailed information: www.colorado.gov/dora/puc
 - * According to metrodenver.org, "Xcel Energy, the state's largest utility, is the primary provider of electricity and natural gas in the Metro Denver area. United Power and Intermountain Rural Electric Association also provide services in the region."
- **Xcel Energy**
- **Visit www.xcelenergy.com or call 1-800-895-4999**
 - * To report an electrical outage to Xcel Energy: Call 1-800-895-1999
 - * To report a gas outage to Xcel Energy (non-urgent): Call 1-800-895-2999
- **Water**
 - * denverwater.org has information about homeowner responsibility, starting/stopping service, etc.
 - * You can contact customer care at (303) 893-2444.
- **Communication**
 - * In the greater Denver area, XFINITY by Comcast and Centurylink are the two main providers. Depending on where you live in Colorado, you may only have availability from one or the other.
 - * XFINITY's list of areas it serves in Colorado: www.xfinity.com/Corporate/shop/Products/local/colorado.csp
 - * Centurylink: www.centurylink.com
- **Trash & Recycling**
 - * Waste Management—Visit the Waste Management website (www.wm.com) for more information, or contact customer service:
 - * Email: cscolorado@wm.com
 - * Phone: (800) 482-6406
 - * According to the website, "In Colorado, WM has been part of our local communities for over 30 years employing over 1,200 Colorado residents annually. We provide collection, transfer, recycling and resource recovery, and disposal services."

Recycling

- * For the city and county of Denver, find more information at denvergov.org or contact the city with your recycling questions.
- * Call 3-1-1
- * Email: DenverRecycles@DenverGov.org
- * Extra Trash Services—Denver also offers extra/bulk trash service and a composting collection program (see denvergov.org for more information).

Property Maintenance & Landscaping

- * There are a plethora of providers in this area. Your best bet may be to search the CAI-RMC website, Google, Yelp, or Angie's List for trusted providers in your area. Ask your neighbor if they have a recommendation!

MEDICAL NEEDS

Medical Care Facilities & Services

- * It is helpful to locate the hospital and urgent care facility closest to you for non-emergency and emergency needs. Both Wikipedia.org and the US News & World Report website have comprehensive lists.
- * Visit health.usnews.com to locate a hospital by typing in your zip code and also check out rankings.
- * 911 is a number everyone knows, so call for fire, police, or ambulance needs!

OTHER

Government Services

- * Visit www.denvergov.org for plenty of resources and information.
- * Per the website, these are some of the "top services" you can do online:
 - * "Pay a parking ticket"
 - * "Check your building permit status"
 - * "Renew vehicle registration"
 - * "Search property information"
 - * "Voter registration"
- * Postal Services
- * At usps.com, you can find a post office near you and locate the collection boxes in your area. 📮



Helping You Get Back To
Business and Life



Interstate is a full service Emergency
Restoration, Construction, & Consulting
company that can assist with:

- Fire and Smoke Damage
- Water and Flood Damage
- Storm Damage
- Mold and Indoor Air Quality Concerns



800-622-6433
24 Hour Emergency Service
www.InterstateRestoration.com



*Keeping the World Safe
from Lawyers, one
Trip Hazard at a time!*

LOCALLY OWNED AND OPERATED SINCE 2003



TRIP HAZARDS EXIST:

In sidewalks, driveways, curbs, pool decking,
around tree roots, drainage areas...

*"Increase Tenant Satisfaction & SAVE up to 80%
of project costs by SIDEWALK SHAVING, NOT REPLACING."*

CONCRETE REPAIR EXPERTS

General Concrete • Crack Repair / Caulking • Protective Coatings
303.287.1959 • AtlasConcreteSolutions.com



- MONUMENT SIGNS
- NEW
- REFURBISH
- DIRECTORY SIGNS
- STREET SIGNS



WWW.SIGNSFORHOAS.COM

**architectural
signs.com**

(800) 869-6376



Beth Ziesenis,



5 Strategies to Create Cool Content for Social Media

Community managers are becoming better and better at tweeting, posting, sharing and pinning news and promotions for their communities. But if the content they share is boring, the three clicks it took to get the information out there were wasted. Luckily the app world is full of amazing tech tools that help elevate a snoozy picture into a snazzy, share-worthy graphic or multimedia masterpiece. Here are some of the top tools to create great content to make your community sites more interesting.

Beth Ziesenis is Your Nerdy Best Friend. She is the author of several books on technology including "Nerd Know-How: The 27+ Best Apps for Work ... & How to Use 'Em!" Beth travels the country talking to organizations about free and bargain technology.



Word Swag & Over

Turn an Image into a Story

Way back in the day, a community manager could share a plain photo, but these days the images with text overlays get all the attention. **Word Swag** is an iOS app that allows you to add text to an image in mere moments, and **Over** works on both Android and iOS. Without having to have a degree in design, you can plug in your own text and play around with the typography with a few clicks. Community managers can snap a picture and add the association hashtag plus a logo with a couple of clicks.



Animoto & Magisto

Make a Movie in an Instant

Animoto is one of those tools that make the residents go "WOW" and look at you in wonder. The premise is incredibly simple: Gather 10 or more pictures and/ or videos, throw in a title and choose a theme and soundtrack – then push a button. Presto! Animoto instantly creates a perfectly timed, perfectly professional, perfectly awesome video to showcase your community. It's so fast that you can take pictures of residents as they hang out at the barbeque then have the movie online by the time the ice cream is served. Sign up through the mobile app for the lowest pricing, and you can also make movies on the web.

Magisto is another instant movie maker. Just shoot video on the fly and tell Magisto to do its magic. Within five minutes, you'll have a share-worthy montage of your clips and pictures. Bonus! Magisto's new tool, Magisto Shot, animates a lowly picture and makes it something special.



Canva & PicMonkey

Turn an Image into a Story

Canva is a graphic tool for those who can't find their way around Adobe Photoshop. Non-artistic folks love the templates and professional-looking graphics. The site provides modern and retro frameworks for everything from Facebook timeline images to Instagram posts. It takes just a few clicks of the mouse to make a downloadable PDF or JPG – perfect for managers who just need a quick graphic for a newsletter, social media post or website. Best part? If you use your own images, Canva is free. Use Canva's professional images for just a buck apiece.

PicMonkey is a worthy Canva competitor that also includes handy blemish removers and teeth whiteners to give the award recipients in your beautiful lawn competition even more star quality.



Felt, GrooveBook & Postagram

Go Beyond the Online Post

You can snap a million images of your buildings and post them all to social media, but they're buried in residents' feeds in a flash. **Felt** and **Postagram** let you turn images into beautiful snailmail postcards and letters to give members of your community some true keepsakes for a small price. And you can sign up for **Groovebook's** monthly fee of \$2.99 to receive a printed booklet of 100 4x6" images from your mobile device each month ... delivered! The photos are even perforated so you can tear and share your favorite shots.



Tagxedo, WordFoto & WordCam



Personalize Your Images

Tagxedo is a word cloud generator that takes words and concepts and transforms them into works of art. You can make a quick, traditional word cloud in five minutes or create a perfect masterpiece with umpteen customizations. This flexibility makes Tagxedo the perfect tool for showcasing your residents names or all your properties into the community logo.

Warning: You better get to work. Tagxedo is a favorite tool, but its days may be numbered. It runs only on the web through Microsoft Silverlight Technology, which Chrome recently stopped supporting. Stay tuned for the iPad app!

WordFoto and **WordCam** also let you personalize images with words. Just choose your image on your mobile device and add a list of words, and these apps will "paint" your photo with the words. ⬆

CAI Social Media Roundup

Love CAI? Of course you do!
You can also Like, Friend &
Follow CAI-RMC and CAI National



Twitter

www.twitter.com/CAIRMC (Local)
www.twitter.com/CAISocial (National)

Facebook

<http://www.facebook.com/cai.rmc> Local
<https://www.facebook.com/CAIsocial> National

LinkedIn

<https://www.linkedin.com/company/42079> National Company Page

<https://www.linkedin.com/groups?gid=39092> National Group

WR Western Roofing, Inc.

Our Brand Means
Peace of Mind

- ▶ Re-Roofs
- ▶ Shingles
- ▶ Repairs
- ▶ Flat White Roofs
- ▶ Maintenance
- ▶ Gutters, Drains, Scuppers

The BBB chose
Western Roofing
to put their roof on,
you should too!



(303) 279-4141
info@westernroofingco.com



Creating a Good WELCOME PACKET

to Help Reduce Phone Calls and Emails



Matt Egan,
CAM, CMCA
President,
A&M Properties

& Jessica Lindzy,
A&M Properties

When is trash day?
I need a pool key.
How do I get cable installed?
How do I pay my HOA dues?
How much is my HOA payment?
Do I need to set up any utilities?
How do I get programmed into the access control system?
How does UPS/FedEx get into the building?

I need a key fob for my cleaning service.
I want to re-paint my house.

These are just a fraction of the questions and requests that can come from new homeowners in a HOA community. Condominium buildings especially can come with added questions due to the

additional operational aspects of running those facilities. For many of these new homeowners, it could be their first home purchase or their first purchase in a HOA or condominium building. Aside from the typical grumblings from friends or co-workers, they may not even know what the HOA or management company does.

Through an informative and friendly welcome packet, new homeowners can gain an understanding of the roles and responsibilities of the HOA and the management company, and themselves! Yes, homeowners have responsibilities in HOA communities whether it be maintaining their landscaping or actually changing their own HVAC filter in their condo. No, Schneider does not show up in all condominium buildings to take care of these maintenance items. (That one is for all of you who are products of the 70's who watched One Day at a Time)

Good welcome packets can also provide answers to many questions that would otherwise end up in your office in a series of phone calls or emails over 2 days to 2 months! Imagine

Contents of a Good Welcome Packet

Welcome packets and the information therein will vary depending on the type of community, but there are a few basic documents that apply to all communities.

- **The Welcome Letter**—A welcome letter should be no more than one-page front and back. The letter should have a friendly tone, not all business. However, many business and operational items can and should be covered in the letter.
- **Name and contact information** for the assigned community manager and/or building manager
- **Management company office hours**
- **Management company responsibilities and services**
- **Emergency contact information** with a brief description of what constitutes an emergency (i.e. Fire, flood, sewer back up, frozen pipes, etc.)
- **Payment information** (i.e. payment options, where to send payments, coupons, etc.)
- **How legal documents can be obtained** (i.e. website, office, etc.)
- **Service and amenity information** if applicable (i.e. trash/recycling schedule, pool/fitness room hours, etc.)
- **Homeowner/tenant information sheet**—This should be a simple sheet requesting contact information for owners and tenants, emergency contact information and vehicle information if applicable.

- **FAQ Sheet**—Depending on the community, this might be a half dozen items on a single sheet, or it could be a booklet. This is where the operational questions would typically be answered: How do I get a pool key? Can I reserve the clubhouse? How do I get my phone/internet/cable hooked up? When do the windows get cleaned?
- **Maintenance responsibility**—I have a backed up sink, can you send someone out? I locked myself out of my unit, can you send someone out? Of course, if someone is locked out of his or her unit, they might not have the FAQ sheet there in front of them, but you get the gist.
- **Most recent newsletter** (if applicable)—This is a nice way for new owners to get a feel for the community and learn about upcoming events. Some communities even have a section to welcome new homeowners!
- **CAI The Homeowner and the Community Association brochure**—Every community association resident should have a copy of this information-packed brochure. It describes how an association functions as a business, a community and a form of governance; defines the roles and responsibilities of homeowners and the board; and explains assessments, governing documents, architectural controls, association management, insurance, and more. Especially for the first-time condo or HOA homeowner, this can be a valuable reference tool.

Source: <https://cai.caionline.org/>

eliminating 4-12 phone calls and emails for each new homeowner that makes a purchase in one of your communities! There are many variations of the welcome packet, especially in this digital age and where many companies are “going green” trying to limit the amount of paper that goes out the door. Just getting the information into the hands of the new homeowner at the right time, and getting their attention on it can be a challenge. It can therefore be advantageous to provide this information multiple times in multiple formats.

- **First Contact**—From the first phone call into your office from a homebuyer, even if they haven’t closed yet, it can be advantageous to put the welcome packet into their hands. Without certain information up front, on anything from the pool hours to elevator reservations for the move-in, you can bet that the calls and emails will continue to come.

- **Status Letter**—When issuing the HOA status letter to the title company, be sure to attach the welcome packet with the status letter. It will then join the large stack of papers that homebuyers receive at closing and possibly never see the light of day again.

- **New owner contact**—Upon receipt of the paperwork from the title company, the welcome packet should be mailed to the new owner at their new residence as soon as possible – hopefully within 24-48 hours.

- **HOA Website**—Post all of these documents and information online. At the end of the day, a new owner may not be rushing out to remodel their bathroom or put on a new roof. These questions and requests can come months or years down the road. Homeowners will need access to this information throughout their residency in the community. ⬆

BIG Be Part of the PICTURE

In 2015, the Foundation for Community Association Research will celebrate 40 years of providing critical research you need to make educated decisions about your community and its management.

To mark this milestone, we’re launching the Big Picture campaign and inviting everyone with a stake in the success of community associations to show their support for our work—and get some recognition in return!

A picture’s worth a thousand words. In addition to raising funds for research initiatives, we want to display your picture at the 2015 CAI Annual Conference and Exposition and in the Foundation headquarters.

For information on how to contribute to the Foundation and submit your picture, visit www.cairf.org/BigPicture.

The Foundation for Community Association Research is a registered 501(c)(3) entity and gifts are tax deductible to the full extent of the law.



CAI Recruiter Club



Members Building Membership

The CAI Recruiter Club recognizes and rewards members who recruit colleagues to join CAI. Whether you’re an association board member, community manager, association management company or service provider, you’re encouraged to help build membership by sharing the message about CAI.

Every new member brings added credibility to CAI and the community association industry, making CAI a more effective advocate for associations, board members and industry professionals. You’re also helping your chapter and expanding your own professional network.

Start recruiting today!



www.caionline.org/recruiter



Service Directory

ATTORNEYS

Benson | Kerrane | Storz & Nelson
CONSTRUCTION DEFECT ATTORNEYS

Construction Defects
Denied & Underpaid Insurance Claims

720.898.9680
www.constructiondefects.law

33014 Rulley Drive, Suite 200, Golden, CO 80603

**Hindman Sanchez**
Your Community Association Partner

555 Zang Street, Suite 100
Lakewood, CO 80228

Denver 303.432.9999
Colorado Springs 719.634.8333
Loveland 970.377.9998
Free 800.809.5242
www.hindmansanchez.com
E-mail hoalaw@hindmansanchez.com

Strong Allies = Strong Communities

McKenzie Rhody
Construction Defect Attorneys

Kristen Jezek
Marketing Director


TOLL FREE (800) 996-1770
CELL (720) 217-1375
kjezek@mrcdlaw.com

mrcdlaw.com

**MOELLER GRAF**
Attorneys at Law

info@moellergraf.com

Moeller Graf P.C.
385 Javiness Parkway
Suite 200
Englewood, CO 80112
Phone: 720-279-2568
Fax: 720-279-2569
www.moellergraf.com

**Orten Cavanagh & Holmes, LLC**
ATTORNEYS AT LAW


Your top choice for general counsel, assessment
collections and covenant enforcement

Denver • Colorado Springs • Basalt
1445 Market Street, Suite 350, Denver, CO 80202
720-221-9780 • Toll Free 888-841-5149
www.ochholaw.com • Email info@ochholaw.com

ATTORNEYS

**SPEIGHTS & WORRICH**
INSURANCE LAWYERS
SPEIGHTS FIGHTS INSURANCE COMPANIES FOR YOU!

Christopher M. Drake, Attorney
116 Inverness Dr. E, Suite 270
Denver, CO 80112
Phone (303) 662-8082
Fax (303) 662-8083
chris@speightsfirm.com

**LEFF PURVIS & PAYNE**

Mark Payne
1660 Lincoln Street, Suite 1550
Denver, Colorado 80264
303.861.1870
Fax 303.863.1872

FOCUSSED ON COMMUNITIES

CLEANING—COMMONS

Five Star Janitorial Inc.

Bonded & Insured

Common Area Cleaning/Janitorial
&
Pet Waste Management/Poop Scooping

Art Tucker 720.495.2847 Fax: 303.484.2550
junitorial5star@aol.com www.5starjanitorial.com
Member CAI

CONCRETE

**ATLAS CONCRETE SOLUTIONS**
SIDEWALK SHAVERS

SCOTT LAUDENSLAGER
303.324.7165
Scott@AtlasConcreteSolutions.com

www.AtlasConcreteSolutions.com

CONSTRUCTION

**Interstate**

SERGEI KORNEEV
Regional Account Manager

direct: 303-426-4300 4320 Carson Street
mobile: 720-352-0889 Suite 101
24-hour: 800-422-6433 Denver, CO 80239
skorneev@interstaterestoration.com



Service Directory

FENCING

WOOD FENCE RESTORATION
Pressure wash, Stain & Seal

Earth Green

Tom Penny
303-378-7496
earthgreenfenceproducts@gmail.com

HOA - New Fence Construction
Proudly serving Colorado for over 20 years

Member of community

LIGHTING

RADIANT LIGHTING SERVICES, INC.
Full Service Electrical & Lighting Contractors

- Commercial
- Residential
- Retro-Fit
- Energy Efficient Lamps
- 24-Hour Emergency Service
- Lighting Maintenance Contracts
- Complete Electrical Service
- Underground Fault Tracing

9188 Marshall Pl., Suite 100, Westminster, CO 80031
303-429-3326 FAX 303-429-2653

INSURANCE

AMERICAN FAMILY INSURANCE

ELLA WASHINGTON
ELLA WASHINGTON AGENCY, INC.

6525 GUNPARK DR STE 360
BOULDER, CO 80301-3348

Office: 303-530-3444
Fax: 303-527-8906
E-mail: ewashington@amfam.com
Website: www.ellawashington.com

Access Anytime: 1-800-MYAMFAM (800-692-6326)

MANAGEMENT SERVICES

AssuredPartners Colorado
4000 S. Union Blvd. • P1490 • Denver, CO 80227 • (303) 771-6881

"A Leader In Community Association Insurance"

AssuredPartners Colorado combines 30+ years of experience with leading edge products to provide exceptional service and value to our customers. With our dedicated Underwriters, those specializing in Community Association Insurance you will see AssuredPartners 2003 is adequately prepared. Headquartered in Colorado, we think globally, but act locally, with personal service designed specifically for each individual client.

Sue Daigle, PCAM
COO

5150 Community Management
"Your Gateway to Community Living"

7936 E. Arapahoe Court, #2300
Englewood, CO 80112
P: 720.961.5150 x104
D: 720.408.0247
F: 720.961.5152
sue@5150cm.com
5150communitymanagement.com

LANDSCAPING

Arrowhead landscape services

Mike O'Brien
Business Development

303-432-8282 P.O. Box 1715C
303-432-8191 Golden, CO 80402
mobrien@arrowheadcares.com

4 Seasons
MANAGEMENT & MAINTENANCE
SUSTAINABLE SOLUTIONS

Carmen Stefa, CMCA, AAMP, PCAM
Principal Member
CO CAM License #RM.000001629

9351 Grant Street, Suite 200
Thornton, CO 80229
(303) 952-6004 Phone
(720) 229-0407 Fax

CStefa@4SBOA.com
www.4SBOA.com

CO Entry License #ENT.000001627

SWINGLE
LANDSCAPE CONSULTANTS

Jason Kleinsmith
Landscape Care Consultant
Certified Arborist

303-337-6200 | myswingle.com

ACCU, INC.
COMMUNITY ASSOCIATION MANAGEMENT

Mark E. Kieger, C.M.C.A.
Vice President of Operations
Director of Vendor Relations
Senior Project Manager of
Community Associations
markkieger@accuinc.com

2140 South Holly Street
Denver, Colorado 80222
Main (303) 733-1121
Fax (303) 777-2229
Toll Free (866) 373-2290




Service Directory

MANAGEMENT SERVICES

CAPMANAGEMENT

Make living in your HOA something to brag about!

CALL CHRIS CRIGLER 303-960-5548
OR VISIT US www.capmanagement.com



Colorado Management & Associates, Inc.

R.L. Jeffries, CMCA®, AMS®, PCAM®
Chief Executive Officer

7430 E. Caley Ave., Ste 120B P: 303.730.2200 x3115
Centennial, CO 80111 F: 303.730.0953
RJJeffries@ColoradoManagement.com

AAMC
Member



**FULL-SERVICE
COMMUNITY
MANAGEMENT**

**PARTNERSHIP,
VALUE,
RESULTS**

303.980.0700

Colorado Springs | DTC
Frisco | Loveland
Northglenn

Board Members:
Email us for your complimentary Board gift!
Communications@eHammersmith.com

**BBB Torch Award
for Marketplace Trust**
Trust • Performance • Integrity

AAMC
Member

www.eHammersmith.com



KC & ASSOCIATES
Community Association Management

Kathy Christensen
CMCA, AMS, PCAM
Owner/CEO

10106 W San Juan Way T: 303 933-6279 kathy@kchoa.com
Suite 210 D: 303 605-6920 www.kchoa.com
Littleton, CO 80127 F: 303 933-9299

MANAGEMENT SERVICES



The Management Trust

PMA COLORADO DIVISION

Jeff Kutzer, CMCA®, PCAM®
Division President

jeff.kutzer@managementtrust.com
3091 S. Jamaica Ct., Suite 100
Aurora, Colorado 80014
PH: 303.750.0994 FAX: 303.750.1612
www.managementtrust.com/colorado
An Employee Owned Company

A Foundation of Excellence in the Colorado Front Range since 1983

OWNER INSPIRED. CHALLENGE ACCEPTED.

Westminster • Centennial • Loveland • Colorado Springs



Professionals In Association Management

Serving The Colorado Front Range For Over 30 Years

Full Service Management and Accounting Services
Condominiums, High Rise, Townhome, Single-Family Associations
& Metropolitan Districts

For inquiries Contact John Field, Owner/VP at 726.974.4123
www.msihoa.com

Exceptional Communities

Deliver Exceptional Management

- Unmatched world class Proprietary (fully-integrated) Technology Platform including data management and archiving
- Highest Experience, Depth and Quality of management staff serving over 500 associations across the country
- Complete Real-Time Data transparency for Board Members and the community with professional, on time, No Excuse financial reporting

RealManage

888-4CDL1585 • info@realmanage.com



www.RealManage.com

HOA Community Management



**HANDS ON MANAGEMENT
BY PEOPLE WHO CARE**

Serving
South Denver | Castle Rock
Parker | N. Colorado Springs

Phone: 303-985-9623
www.tmmc-management.com

Brian TerHark, CMCA® AMS® PCAM®
Chief Financial Officer



Direct: 303-369-1800 ext. 107
E-Mail: brian@westwindmanagement.com
www.westwindmanagement.com

27 Inverness Drive East
Englewood, CO 80112
Fax: 720-309-6005



Service Directory

PAINTING



Denver
Office: 303.300.6788
Fax: 303.300.3348

SPECIALIZING IN MULTI-FAMILY REPAIRS AND CONSTRUCTION

ANDREA LYLE
Email: ANDREA@EXECUTIVECOATINGS.COM
Mobile: 720.333.0093
8765 E. Orchard Rd., Ste. 703
Greenwood Village, CO 80111

Toll Free Nationwide
Office: 888.300.6788
Fax: 888.300.3348



- Exterior Painting/ Interior Painting
- Stucco Coatings/ Repairs
- Siding Replacement/ General Carpentry
- Exterior/Interior Staining
- Power Washing
- Custom Window Replacement

720-981-STAR (7827)
www.stellarpaintingandremodeling.com

Emerging Business of the Year 2008 Finalist
Denver Metro Chamber of Commerce

BBB Gold Award 2007-2009
BBB Torch Award Top 5 Semi-Finalist 2009



Jeff Lukens, President

5135 South Taft Way
Littleton, CO. 80217
Since 1989

Office: 303-932-2844
Fax: 303-904-3418
Cell: 303-947-1606
Jeff@Tri-PlexPainting.com

HOA / Multifamily • Commercial • Residential
www.tri-plexpainting.com



Michael Kelsen, RS, PRA
Owner

Aspen Reserve Specialties

Reserve Studies & CapEx reports
for your real estate needs

PO Box 1762
Castle Rock, CO 80104
info@aspenrs.com

303.790.2572
www.aspenrs.com



RESERVE ADVISORS

Long-term thinking. Everyday commitment.

Serving All of Colorado
(855) 575-1121

www.reserveadvisors.com

RESERVE STUDIES



Justin T. Foy, R.S.
Senior Vice President
Construction Repair & Rehabilitation
Construction & Property Analysis
jfoyt@call585A.com

SB SA Inc.
5926 McIntyre Street
Golden, CO 80403

www.call585A.com
P | 303.425.7272
F | 720.345.0250

ROOFING




1500 W. Hampden Ave. / Ste. 3H Sheridan, CO 80110

FREE ESTIMATES

Mark C. Bales - General Contractor
Office - 303.671-5556 - Ext. 6585
Cell - 720.308.4400
mrbales@spanish.net

Jason Demerg - Roofing Contractor
Office - 671-5556 Ext. 6222
Cell - 298.861.6759
jason@r2h.com



Ph: 303-227-9100 • Fax: 303-227-9106 • E-mail: theroofguys@aol.com
theroofandgutterguys.com • theroofguys.net
PO BOX 21469 Denver, CO 80221



Our Brand Means Peace of Mind



Call today
for your FREE
estimate & inspection!

303-279-4141
www.westernroofingco.com

Commercial & Residential

- Serving the Denver Metro Area and Front Range since 1989
- BBB A+ Gold Rating. Members of NRCA & CRA
- Re-Roofs, 24/7 Emergency Repair, Maintenance
- Pitched Shingles, Metal, Tile
- Green and Energy Rated Products - Flat White Roofs, Coatings

RESERVE STUDIES

CAI-RMC MISSION STATEMENT

To provide a membership organization that offers learning and networking opportunities and advocates on behalf of its members.



Service Directory

SIGNAGE

Enhancing Communities Through Architectural Design

**architectural
signs** SINCE 1972

www.ArchitecturalSigns.com
(800) 869-6376

WATER

Techem Water Services, Inc.

Sam Kimbrell, Customer Care Manager

Office: 720.420.4843

Cell: 720.447.5946

www.techem.us

techem

Help reduce your HOA's water
costs with convenient, reliable, and
affordable water sub-metering



2016 Committees

2016 CAI-RMC Committee Chairs

PROGRAMS & EDUCATION

Melissa Keithly
melissa@acmhoa.com
(303) 233-4646

Alicia Granados
agranados@ppbi.com
(303) 910-7863

MEMBERSHIP

David Ford
dave@matrix-bc.com
(303) 298-1711

Wes Wollenber
weswollenweber@colo-law.com
(303) 451-0300

MEDIA & MARKETING

Andrea Daigle
adaigle@ochhoalaw.com
(720) 221-9780

Danielle Holley
dholley@hearnfleener.com
(303) 933-6652

EDITORIAL

Jessica Meeker
jmeeker@hearnfleener.com
(720) 334-3665

Maggie Bolden
mbolden@palaceconst.com
(303) 698-4145

SPRING SHOWCASE & TRADESHOW

Ricardo Lases
ricardo@weststarmanagement.com
(720) 941-9200

Mark Richardson
mrichardson@4shoa.com
(303) 952-4004

MOUNTAIN CONFERENCE

Steve DeRaddo
sderaddo@peliton.net
(303) 771-1800

Mike Kelsen
mike@aspens.com
(303) 790-7572

FALL CONFERENCE & ANNUAL MEETING

Bryan Farley
bfarley@reservestudy.com
(303) 394-9181

ACTIVITIES COMMITTEE

Jeff Powles
jeffp@centurycommunities.com
(303) 770-8300 ext.164

Aaron Goodlock
(720) 221-9787
agoodlock@ochhoalaw.com

HOA COUNCIL

Jim Walters
JimW@myroofreps.com
(303) 242-6952

NOMINATING

Carmen Stefu, CMCA, AMS, PCAM
cstefu@4shoa.com
(303) 952-4004

ATTORNEYS

Rich Johnston
rjohnston@tobeyjohnston.com
(303) 799-8600

Lauren Holmes
Lholmes@ochhoalaw.com
(720) 221-9780

Kim Porter
kporter@lanskyweigler.com
(303) 297-1900

CLAC

Brandon Helm
brandon@warrenmgmt.com
(719) 685-7831

MOUNTAIN EDUCATION

Murray Bain
murray@summithoaservices.com
(970) 485-0829

THANK YOU TO OUR 2016 SPONSORS

PLATINUM SPONSORS

Benson
Kerrane
Storz
Nelson

CONSTRUCTION
DEFECT
ATTORNEYS



BURGSIMPSON

BURG | SIMPSON | ELDREDGE | HERSH | JARDINE PC
Good Lawyers. Changing Lives.®



GOLD SPONSORS



SILVER SPONSORS

ASR Companies
Association Reserves Colorado
Citywide Banks
Colorado Association Services—Associa
HindmanSanchez, PC
Interstate Restoration
McKenzie Rhody
Palace Construction
Premier Roofing
Pro Disposal & Recycling
RBC Wealth Management
RealManage
The Roof and Gutter Guys
SBSA





c/o Caddo Association Leadership, LLC
6105 S. Main Street, Suite 200
Aurora, CO 80016

STANDARD
U.S. POSTAGE
PAID
DENVER, CO
PERMIT NO. 2897

CAI-RMC EVENT CALENDAR

JUNE

14
Tue
Association Leadership Series
Greenwood Village

24
Fri
Annual Golf Tournament
Thornton

AUGUST

11-12
Tue
M-206 Financial Management
Breckenridge

SEPTEMBER

7-10
Tue
**M-100 The Essentials of
Community Association
Management**
Greenwood Village

15
Tue
Manager's Lunch
Denver

For the latest information on all our programs, visit www.cai-rmc.org!

Don't forget to register for events—it helps us place food orders and make sure that we have adequate space.