

BOARD MATTERS

*Published by Association Services, Inc.
for Condominium, HOA, and Cooperative Board of Director Members*

Association Services Inc., An Associa Member Company

Saying Goodbye and Welcoming our new CEO

Patrick & Margaret Varley came to Hilton Head from Warren, Ohio in 1985 and began a family operated property management company, Association Services, Inc., shortly thereafter. ASI was founded in 1987 and ran solely by Patrick, Margaret and their 2 daughters, Megan & Kate. The small family business began to grow due to their excellent customer service.

After 20 years as successful small business owners, the Varley's felt for the company to continue in growth that a merger would need to take place. Associa was the perfect fit for their small business. The merger took place in April 2006 and as a result ASI is able to offer their customers programs through the corporate office resulting in better communication and cost savings to the associations. The merger also provides growth opportunity and benefits for their loyal staff members. Patrick stepped down as the Chief Executive Officer of ASI early January 2008. He has officially

turned over his responsibilities to Sharron McCormick who moved to Hilton Head Island, from another Associa Member Company in Ann Arbor, Michigan. Patrick will continue to be involved with ASI as a consultant for the company as well as new account marketing.

Sharron McCormick-CEO

Hello, I am Sharron McCormick the newly appointed CEO of ASI. On January 1st this year I transferred from a sister Associa Company in Ann Arbor Michigan to ASI. I was employed at the Ann Arbor office for 15 years, the last 10 as Vice President.

Previous to that position I was employed by the largest RE broker in the Ann Arbor area. I served as the Operations Manager and Director of Property Management Division. During my stay with the RE firm I assisted in the growth of the company from 2 to 7 offices. I held a real estate associate brokers license in MI for 20 plus years and



I earned my Professional Community Association Management designation in 1998.

Next time you are in the HH office stop by to say hello. I look forward to meeting as many board members as possible and invite your comments on our service. You may reach me at 843-785-7070 or email smccormick@asihhi.com. I am very proud to introduce this first edition of our new quarterly newsletter. Board Matters is a publication designed for Board members. The publication will be used to update you on the latest in Association Management, timely tips and current events at ASI.

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Community Programs

Associations benefit greatly by retaining an Associa member company such as ASI. That being said, corporate programs are offered exclusively to the communities that we serve. These programs were designed with our clients in mind they offer services that will aid in the success of your Association as well as save you time and money. Kevin Caruso, Vice President of ASI has been designated to head the launch of corporate programs for our division.

The most recent programs that have been established are the Homeowners Link Program, Community Websites, Community Newsletters, and our Waste Removal Consulting Service. The Waste Removal Consulting Service is at no cost to your association. Our corporate consultant, Carol Stearns has many years in the waste industry and has had a high rate of success with saving communities money with their trash removal contracts.

Three of the programs, Home-

owners Link, Community Newsletters, and the Community Websites are low cost solutions to one of our biggest challenges...timely communications. These tools can be used by the board of directors and the management company to keep all owners up to date and informed about important developments in your community. Also, we invite each of you to visit our new website www.asihhi.com to learn more about Associa and what we can offer.



Community Highlight– Shipmaster

Successful property management agreements begin with clear expectations and good communications. This best describes our 17 year management relationship with one of our premier properties - Shipmaster Horizontal Property Regime located in Shipyard Plantation. Shipmaster is beautifully situated on 23 acres of woodlands and lagoons and consists of 19 residential buildings as well as swimming pool and tennis facilities. Shipmaster's Board of Directors consists of 7 elected members who establish yearly strategic goals while delegating the day-to-day operations to the property management professionals of Association Services, Inc. (ASI). The Board's primary objectives are three-fold: 1) To exercise fiscal responsibility in managing their financial assets, 2) to increase the value of Shipmaster property, and, 3) to make Shipmaster an appealing community in which to own and live. The balancing of the administrative functions between the Board and ASI has produced an effective team approach, built on trust and integrity, which enables the Board to meet their objectives. This team approach has produced dramatic results in the upkeep and improvement of Shipmaster. Significant accomplishments include the major renovation of all residential buildings in 2003 with hardi-plank, renovation of their pool bathroom facilities, repainting all property signs, resurfacing of the roadways and tennis court areas, and the many landscaping enhancements and installation of supporting irrigation systems. With owner donations, a Memorial Garden was landscaped and irrigated and is a reminder of what a community can accomplish when a team approach is taken. The Memorial Garden is a quiet, contemplative area where owners can observe local wildlife or simply meditate in a quiet area. Shipmaster also has a strong owner-volunteer corps that frequently tackles problem areas, clearing brush, small trees and raking leaves. Communication has improved through their informative newsletter, Masthead, which is published six times a year. It not only focuses on Shipmaster affairs, but relates news items of interest regarding local wildlife and events. The Board also instituted a Disaster Preparedness Committee to assist owners during hurricanes and tropical storms. ASI manages owner accounts, bidding for repair jobs, hiring contractors and dealing with the day-to-day administrative functions and responses to concerns of individual owners. It is a pleasure working with Shipmaster and with continued support from ASI, a committed Board of Directors, and the support of owners, Shipmaster will prosper for years to come! Kevin Caruso is the former owner of Island Regime Management and is currently the manager of Shipmaster as well as the Vice President of ASI. He has worked hand and hand with the Board to assist in the successful operations of the Association.

Top 10 Reasons Not to Have or Update a Reserve Study

Reserve studies are an effective planning tool for every community. Not only will the study help plan when to replace common elements, it also allows the board to reduce the risk of future special assessments. By establishing the plan for replacement costs, the board can effectively fund reserve accounts to have money available when needed. All this while reducing the problems of deferred maintenance and going to the owners for special assessments. As with anything, time may change the needs of the plan. This means it is important to have the reserve study updated every few years to make sure the plan is on track. That being said, here is a list of reason why you may not wish to have or update a reserve study:

10. I am living here temporarily and don't care about ruining the equity in my home.
9. Don't sidewalks last 1000 years?
8. I want to pay now and pay later.
7. Let's just defer maintenance until property values plummet.
6. Driving around the potholes in the road will be thrilling.
5. Let's just fund the reserves not knowing if it is too much or too little.
4. Having my neighbors complain about roof leaks sounds like fun.
3. I thought Insurance would cover repairs.
2. I'm sure we can find the money somewhere when we needed it.
1. I love attending those Special Assessment meetings.



Homeowner Link Program
Homeowner Link gives associations a quick and easy way to communicate with owners about emergencies, social events, meeting reminders or anything else the board of directors wants to communicate. Ask your Association Manager details about this Associa program and how to sign up.



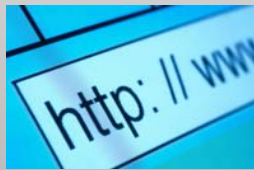
ASSOCIA CARES

Associa Cares is a non profit charity that supports families and communities in times of crisis. Associa Cares is comprised of a volunteer staff who serve on national and local committees. Associa Cares operates off of the tax deductible donations of Associa employees and concerned citizens who live in communities across America. Designed to help both Associa and non Associa managed communities, Associa Cares volunteers will aid in the raising of financial resources and administer those resources to people in financial hardship through no fault of their own. For additional information visit www.associacares.com.



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The “Why and Wherefore” Of meeting Rules

How many times have you been to a meeting that didn't go well? Did it seem that the chair didn't keep order? Was there a feeling that something was “railroaded”? Did it take an interminable amount of time to settle the simplest things? What was wrong? When people want to do something in a group, they must first agree on exactly what it is they want to do and how they want to go about it. In other words, they must work together to make some decisions. Sometimes it may take some zeroing in even to get at the “what?” At other times that may be generally understood and the necessary decisions may involve mostly the “how to?”

Parliamentary procedure is the name given to the tradition of rules and customs that has grown up in the civilized world for dealing with these problems. The basic content was mainly formed by centuries of trial and error in the English Parliament, from which the name “*parliamentary* procedure” comes. Not everyone may realize that the organizations most of us get involved in at some time or other are essentially similar to great legislative assemblies in an important way. They all meet to *decide on actions to be taken*.

Robert's Rules of Order Newly Revised.

Quick Tips for...An Effective Meeting Agenda

We all know that some Board meetings can run longer than necessary. In most cases, though, Board meetings should take no longer than two hours. In order to conduct an effective meeting, you need to start with a concise meeting agenda. The meeting agenda should be drafted by the community manager and reviewed by the Board President, since it is the President who will be conducting the meeting. At the top of the agenda should be the date, time and location of the meeting. The agenda should begin with a call to order, which is done by the President. Next, the Board should approve the minutes from the last meeting or any other outstanding minutes. Once the minutes are approved, committee reports should be given (management, finance, architectural, communication etc.) for the benefit of all in attendance. After the reports, the business portion of the meeting is typically divided into unfinished business items and new business items. Some communities prefer to break down the business into maintenance categories such as recreational, structures, repair items etc. The individual business items should be listed in order of importance because, as the meeting goes on, there is a tendency to spend less time on each topic. In the event of an open Board meeting, it is recommended that an open forum for all interested owners be held after the business portion of the meeting. The reason for placing the open forum toward the end of the agenda is to give owners the opportunity to listen to community issues facing the Board, the content of which may address their specific concern. An item that often is added to the end of an agenda is a review of the action items to be addressed before the next meeting. This assures that everyone is clear about the decisions made and who is assigned what task. Finally, the Board should set its next meeting date before adjourning the meeting. One way to control the length of the Board meeting is to use a timed agenda. To do this, the preparer of the agenda should note the actual start time next to each heading and then provide an estimate of how much time each section of the agenda should take. A timed agenda will allow the Board to re-focus on the agenda if a topic is discussed outside of the scope of the agenda or if participants simply become verbose. The meeting agenda, along with any other meeting information, should be given to Board members at least one week prior to the meeting date. This allows time to review the meeting material prior to the meeting. A well prepared Board will result in a more efficient and effective meeting. **Written by [Diane S. Gothard](#), PCAM®, AMS®, CMCA® –**

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Mid-Atlantic Management**