

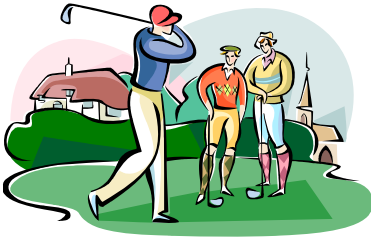
# The CASI Connection

The Community Association Services of Indiana Newsletter

Volume 3, Issue 2

Summer 2008

## CASI Attends Carpenter/GFC Golf Classic



CASI was proud to participate in the Carpenter/GFC Golf Classic on Friday, June 20, 2008 at Pebblebrook Golf Course in Noblesville, Indiana. CASI sent a team to the event and sponsored the second hole on the course to help raise money for Gennesaret Free Clinics (GFC). The team was comprised of Hank Thompson, Vice President and Senior Community Manager; Darla Jackson, Community Manager; Lindsey Hodgkinson, Administrative Assistant and her husband Tom Hodgkinson. There were several different sponsors and themes/activities at each hole.

The CASI team were great sports and participated well (see photos on right). The team placed fourth out of fifty (50) teams with a 14 under par score. Way to go CASI team!! Nearly \$40,000 was raised to benefit the needy in Indianapolis and the surrounding communities.

Gennesaret Free Clinics offers a wide variety of health services to poor, under-insured and/or uninsured citizens in Indianapolis. They offer medical, dental, pharmaceutical, vision and specialized women's preventative services to over 12,000 patients each year. They also serve the poor by providing education, a yearly preventive health fair for the homeless and Wellness clinics for diabetes, hypertension and chronic medical problems. To learn more about this valuable program in our community, you may visit their website at [www.gennesaret.com](http://www.gennesaret.com).



## Motivating Homeowners to Become Active Participants in Their Community!

Article courtesy of Association Times, December 2006

It is not uncommon to find apathy in communities. The challenge is in generating the interest and commitment of every homeowner by transferring their pride of ownership from their home to the entire community. This is best achieved by educating the homeowners from day one on the benefits of living in a community association. Once homeowners fully understand the impact an association can have positively (or negatively) on their property value, they are much more likely to become committed volunteers in order to protect their investment. The sooner the education process begins, the sooner they

become active. Education is one of the most important tools we have at our disposal and is best handled with a two step approach:

1. Contact local Realtors who have homes listed in the community and offer to assist them in explaining the benefits of community association living to prospective buyers. Realtors will usually welcome assistance if it helps them close a sale. Many times they themselves may not be fully aware of all the benefits of living in a homeowners association. It is a perfect

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# Mark your calendars!



The 18th Annual Community Associations Institute (CAI), Central Indiana Chapter (CIC) Conference and Trade Show is Saturday, August 23, 2008 from 8am—12:30pm at Conner Prairie, 13400 Allisonville Road in Fishers.

CAI is a not-for-profit organization that represents homeowner associations

(HOAs) and the industries that provide services to them across the United States. CASI is proud to support this valuable organization.

Planning for next year's budget? Looking for a landscaper, painter, or other service provider for your community? Do you need information on insurance or investing for your community? Their conference exhibitors have you covered! Exhibitors representing all aspects of community management will be present to provide

useful information to best serve your community's needs. Seminars will be offered throughout the day on topics such as Planning & Funding Capital Improvements, Property Loss Exposure, The Future of Residential Development in Indiana and Legal Issues Facing HOAs.

Another very popular event is the Silent Auction. You can bid on gift certificates, services, products and tickets to various events. To register contact CAI at 317-592-9652, [CAIIndiana@aol.com](mailto:CAIIndiana@aol.com) or by

## Motivating Homeowners Cont'd

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time to help educate them and to leave a positive impression with them about the community.

2. Welcome all new homeowners into the community by acknowledging their arrival. These new owners are typically excited about their new purchase and it is the perfect time to educate them about the community and to get them involved. Having a well informed Welcome Committee in place is crucial for these two steps. Otherwise, the responsibility falls on the Board and the manager.

With existing homeowners, it is necessary to take a different approach. Obviously, providing education on the benefits of living in an association is still of paramount importance.

### Consider holding quarterly informational meetings for the homeowners.

Informational meetings can be very useful as they provide the homeowner with the opportunity to interact with the Board and manager on a more frequent basis. It's a perfect venue for keeping homeowners informed of upcoming changes, events, for soliciting ideas, and for recognizing volunteers. The meetings always need to be kept on a positive tone and suggestions and comments need to be responded to with interest and enthusiasm.

### Creation of Committees.

To start generating active participation by existing homeowners, the Board, in conjunction with the management team, needs to dedicate time toward promoting the community and organizing committees. The manager should provide the Board with positive guidelines and recommendations on setting up committees. Factors to be considered are: Types of committees beneficial to the community, what the goals for each committee should be and how they will need to perform to meet these goals, what methods they will use to report to the board, what



the approval process will be for funds for each committee, etc. It is also important to gather input from the homeowners as to the type of committees they would like to see in their community and what types of activities they would be interested in. An annual meeting is a perfect time to actively pursue homeowner involvement. All homeowner suggestions should be welcomed and there should be immediate follow up on all recommendations by requesting that homeowners exhibiting interest take part in organizing their preferred committee.

Consider contacting prior Board members to act as liaisons to the committees and to assist in getting volunteers. Be sure to recognize volunteers repeatedly and with enthusiasm and praise for their commitment to the community. In addition to recommendations from the homeowners, types of committees to consider are: Architectural Control Committee (ACC), Welcome, Social, Landscape, Education, Neighborhood Watch, Finance/Budget, Contract Review.

Two of the most important committees for generating interest and excitement in a community are the **Welcome Committee** and the **Social Committee**. If you can get these two committees formed, and get the homeowners involved in social activities, involvement and interest in the operation of their entire community will naturally occur over time.

**The Welcome Committee** would be responsible for meeting and greeting each new homeowner. The committee might bring the new homeowner a welcome basket filled with information about the community, local phone numbers, numbers of local restaurants that deliver, homemade treats, bottled water, etc. This will be the "first impression" the new homeowner has of their new community and will always remain a positive reminder of the wise decision they made to live in such a friendly community.

**The Social Committee** – This committee takes on much initial responsibility when trying to create enthusiasm and will need the full support of the board. Its members will need a clear understanding of their goals, their structure, what funds are available for events and how they will be expected to ac-

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# Communication Is Key for Homeowners Associations



Communication is vitally important in Homeowners Associations. There is always information that the Board wants to get to its members in a timely and efficient manner. Additionally there may not always be volunteers available to gather the information, put together a newsletter, print and distribute the newsletter. CASI offers a top quality newsletter at an extremely reasonable price.

We offer a **full color newsletter** for just twenty-five (25) cents a page. That's right, a full color newsletter for just \$.25 a page. This includes typesetting and printing. What a deal! This provides your membership with a beautiful, professionally laid out communication piece that doesn't bust the association budget. We also offer folding, sealing and mailing. Want to save on processing and postage? Gather a group of volunteers and hand deliver them. To see a sample of a newsletter either ask your community manager or email Valerie Atwell at [vatwell@cas-indiana.com](mailto:vatwell@cas-indiana.com).

CASI also offers an awesome **community website**. There are many useful features of the website created with the residents of your community in mind. Registration is free for your members and

there are many wonderful tools that your community can use to communicate to the membership. The website offers links to government and community websites, forms, viewable governing documents, discussion boards, a directory of registered residents and privacy from the public. Portions of the website are available only to the registered members of your association. A custom domain name and up to 5 email addresses are also available.

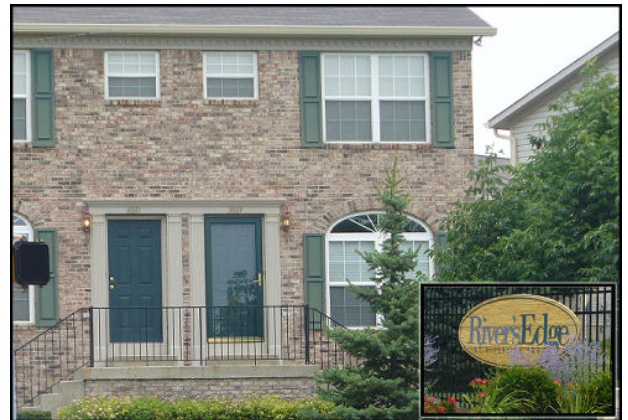
Go to [www.cas-indiana.com](http://www.cas-indiana.com) to see a sample of the website that CASI offers. Click on the "Community Websites" link on the left side of the page. Then scroll down and click on the orange Visit a Sample Website button. If you would like a community website, contact your community manager for more information.

Does your community have a message that it urgently needs to deliver to your membership? CASI has just the answer for you! **Homeowner Link** provides an all-encompassing service for delivering your community messages. Annual pricing is based on the size of the community. Each annual agreement comes with four (4) one minute recordable messages delivered to as many primary phone numbers as the management company has on file. Additional messages can be purchased as needed. Ask your community manager for more information and/or for pricing for your community.

## Introducing Our Feature Community

Welcome home to River's Edge Townhomes. River's Edge provides city living with the convenience of dining, entertainment, shopping and the many cultural districts of Downtown Indianapolis. This eighty (80) unit townhome community boasts of beautiful brick exteriors and three-story luxury living space.

River's Edge is part of a revitalization effort of the City of Indianapolis for the near north side of the city. Built by Dura Builders in 2002, this beautifully landscaped community offers views of the White River and downtown.



## Motivating Homeowners Cont'd

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count for funds. Ideas for the social committee could include:

- **Memorial Day Barbecue** (the association would provide the food) homeowners could be asked to bring a favorite dessert - there would be door prizes for the best dessert, funniest hat, etc.
- **Christmas Decorating Party**- The association purchases the decorations and volunteers spend a day decorating the community.
- **Recipe Exchange** - Have homeowners submit favorite recipes for different items each month. i.e. favorite chocolate dessert, favorite side dish, etc. Print the favorite recipe (determined by a different committee each month) in the newsletter and the winner might receive a gift certificate to a local restaurant. (One can usually get a restaurant to donate a gift certificate for free advertising in your com-

munity newsletter).

- **Progressive Dinner Party**- These are popular in many communities where it is convenient to walk from home to home. Each participating homeowner provides a different item: appetizer, salad, side dish, etc and you eat "Dinner" as you move from house to house.

All of these items are focused on helping the homeowners get to know each other, so that they begin to feel part of a special community. The work put in by the Board and the manager to generate a more active, involved, and friendly community will pay off in the long run by creating a greater sense of unity and understanding among the homeowners, the Board, and the manager.

**Barbara Barron Herndon**  
CPM®, AMS®, CMCA®, PCAM®  
President of DCI, Hollywood, FL

# A Message From The President

Hello All,

As we endure the dog days of Summer I think back to last year's drought – what a difference a year makes! We have had our fair share of rain this season, well over the averages. Thank goodness, as any time we get rain in August I feel blessed, and our communities show the positive effects of all that rain – healthy plantings and green lawns.

I hope you enjoy our newsletter. Motivating the average homeowner can be a challenge. A homeowners association must have active participation by many to succeed. Boards often times find that they, or in many cases just one or two of them, do all the work. This often leads to bitterness and burnout. The answer, it's in the enclosed article! Forming committees and providing them with meaningful tasks and showing sincere appreciation for accomplishing those tasks takes a lot of the load off the Board members and thus hopefully minimizes burn out of those Board members. Com-

mittee ranks are also great “training grounds” for future Board members as well.

Perhaps you noticed the article about the upcoming annual CAI Conference and Trade Show on August 23. This is a must attend by at least one Board member, and the HOA should pay the minimal attendance fee. It is a great way to meet vendors that provide services to HOAs along with gaining valuable information from the professionals that speak at this event. CASI will have a booth there, come on by, we'd love to see you!

Budgeting for next year is right around the corner, thus our managers have been sending out bid packets to numerous quality vendors for your community. Those bids will be presented to the Boards in our full serviced communities over the next month or two. Selecting the right contractors for your community is a very important function of the Board and Manager. Remember, the lowest price isn't always the best choice. You get what you pay for – make sure that

your community's needs are met and hopefully exceeded by these vendors. Quality vendors delivering exceptional services makes all our jobs easier, and homeowners happier!

All of us at Community Services of Indiana (CASI) hope that you enjoy the rest of the summer. We are here to serve you and look forward to hearing from you. Thank you for allowing us the opportunity to exceed your expectations.

*Matt Englert, PCAM*  
President of CASI



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