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# BIT-A-NEWS

## INTRODUCING OUR NEW CEO

MICHAEL YELTON, CAM<sup>®</sup>, CMC<sup>®</sup>, AMS<sup>®</sup>, PCAM<sup>®</sup>, LSM<sup>®</sup>; CEO/PRESIDENT

Michael joined the Associa/Benson's team in 2010 and serves as CEO/President. He is responsible for the day to day operations of Benson's Inc. which serves all of Collier, Lee and Charlotte Counties, Florida.

Michael began in the community association management industry in 1978 and has served in top management and executive positions for some of the most prestigious properties in the Washington, D.C. metropolitan area – where the expectation of service was high by residents in every respect. His experience includes management of various scale multi use properties including high and mid rise, all types multi unit dwellings, single family and mixed residential/commercial/retail sites, multiple of which have been industry award recipients including the prestigious “Community Association of the Year Award”.

He is a Florida Licensed Community Association Manager and a member of the Community Association Institute (CAI) since 1996. He holds the national designations of

Certified Manager of Community Associations (CMCA<sup>®</sup>), Association Management Specialist (AMS<sup>®</sup>), Professional Community Association Manager (PCAM<sup>®</sup>) and Large Scale Manager (LSM<sup>®</sup>) from the Community Associations Institute.

Michael previously has served as Chairman of the Events and Planning Committee for the Washington Metropolitan Chapter of the Community Associations Institute. He has also served multiple terms as Chairman and House Captain for the “Hearts and Hammers”, “Friends in Need” and “Christmas in April” charitable programs as well as having served on numerous other national industry related committees and task forces. He currently serves as an instructor and proctor for the Community Associations Institute and is also a member of numerous construction and real estate organizations including The National Association of Realtors. He has been published in multiple industry magazines.



# ASSOCIA BENSON'S HOSTS A FABULOUS CLIENT RECEPTION



Associa Benson's in Ft. Myers, Florida, played host to a client reception on Tuesday, February 15, 2011. The reception was held at the Holiday Inn Crown Plaza where over 200

clients were entertained with refreshments and hors d'oeuvres. Each Board member received a handsome notebook and pen engraved with the Associa Benson's logo. Their guests received a beautiful key chain.

Representatives from Lowe's, Sherwin Williams and DFC Interiors had display tables where they introduced their products. They are some of the companies featured in the Associa Advantage program.

Associa's corporate staff was well represented by Lana Reynolds, Executive Vice-President; Felicia Mingione-Buzan, Executive Administrative Manager; Michael Robinson, Senior

Vice-President of Marketing and Sales; Chris Harrison, Vice-President of Marketing and National Sales; Michael Mallott, Executive Vice President Associa Advantage; John Cox, Regional Vice-President; Kandra Meiller, Purchasing Manager; Jeff Foster, Director of Field Maintenance Services; and Christine Evans, Regional Vice-President.

Associa Benson's CEO/President Michael Yelton introduced the staff from both Benson's offices. The clients were very excited to hear about the great programs that Associa has to offer as each program was outlined by the Associa corporate staff representative. Lana Reynolds also presented several door prizes which included two iPads, cameras, dinner cards and items from Lowe's.

Many Board members commented on the professionalism of the staff and stated they were impressed by the fact that Associa is the largest management company in the country. A great time was had by all.

## EMPLOYEE SPOTLIGHT

### CARLA DEYORGI

Our very own Carla DeYorgi was awarded **MANAGER OF THE YEAR** from the Community Association Institute, CAI. Carla has her CMCA® and AMS® and is currently working on her PCAM®, the highest designation you can receive from the institute. We are very proud of her.

**Who is Associa and what advantage does it provide for my Community?** Associa is the nation's largest community management company. Our team of local talented professionals have national support and resources to handle the needs of our clients. Managers are continually trained in the industry and most have earned national designations such as CMCA®, AMS® and PCAM® certifications. Educational opportunities are provided for our Board members including updates on the laws affecting associations. Because of the national affiliation,

### MARCI TIEBOUT-TOURON

Associa Benson's welcomes our new Controller, Marci Tiebout-Touron. She has earned her masters in Business Administration, concentrating on Finance, from the University of Connecticut.

Marci was born in Illinois and comes to us from her own consulting business. Prior to launching her own business she worked for a developer.

Married for the last 25 years to Armando, Marci enjoys going to the gym two or three times a week, making jewelry and fusing glass. Traveling is part of her future plans and her favorite destinations are Central America and Spain.

Marci is excited about her career with Associa Benson's and we welcome her to our family.

## Q&A's with the PRESIDENT

members of our Associations can get discounts on products through our Associa Advantage program. We know many of you are very busy so we now provide a program called Associerge which provides concierge services such as researching hotels, making dinner reservations etc. These programs are complimentary for the Associations we manage. We also provide web sites, homeowners and Board portals, direct links for those who wish to view their accounts online

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## Q&A's, continued

and instant communications for local emergencies. Associa provides a strong local support with the advantages of a national company.

**What happens when we have an emergency in the middle of the night?** Associa/Benson's has a 24 hour emergency response service that will relay your emergency information to the manager of your Association. Please remember that this after hours service is for emergencies only. The emergency response numbers are: Naples 239-263-1577 and Fort Myers 239-277-0718.

**What happens if we, as a Board, feel as though our assigned Manager is not the best fit for our Community?** Please contact Michael Yelton CEO/President and we will work with you to either solve the problems or assign another manager to your community.

**When I leave town, who can check my home?** Associa Benson's has a Maintenance Services Division, Associa On Call, that can perform home watch services. Just contact us and we will be happy to quote the service.

**If there is a hurricane warning and I am not in town, who can put my chairs and lawn decorations away?** All chairs and decorations should be put away before you leave. However, if you wish to have our Maintenance Division do it for you, we will be happy to quote the service charge.

**Why can't I always reach my Manager when I call? Sometimes I get voicemail.** Managers are not in the office all the time. They may be on property in Board meetings or meeting with contractors and so your message may go to voicemail. Associa has a policy that all calls are returned within 24 hours. If you have a situation where you need immediate attention, you can speak with our Customer Service representative or the receptionist can possibly contact the Manager in the field.

**We find we have expanded needs since our initial engagement with Associa Benson's. What can we do to expand or amend the original scope of work needed for our Association?** This often happens as the needs of the Community grow since the original scope of work was determined in the agreement. We will be happy to meet with you and discuss any revisions to our management agreement.

Please submit any questions you may have to Sandi Foley at 239-277-0718, extension 1215 and she will relay them to our CEO/President for response.

# BENSON'S is now on FACEBOOK!



Benson's Inc. (Benson's) is continuing to grow its on-line presence and we now have a Facebook page as part of our efforts to further engage and communicate with our neighbors and homeowners.



Facebook, with more than 500 million users worldwide, enables Benson's to connect with you by posting updates and encouraging dialogue among its homeowners in a timely fashion.

By "liking" Benson's on Facebook, you will have the opportunity to receive news updates; get information on board seminars, open houses, trade shows, monthly or quarterly annual meetings, social events and fundraisers; view video features and photos; receive special announcements; and have exclusive access to special promotions and giveaways.

On-line social networking utilities, allow users to connect and communicate information to friends, family, and co-workers, immediately and unobtrusively.

To "like" Benson's on Facebook, please visit [www.Facebook.com/Associa](http://www.Facebook.com/Associa) and search for Benson's Inc.

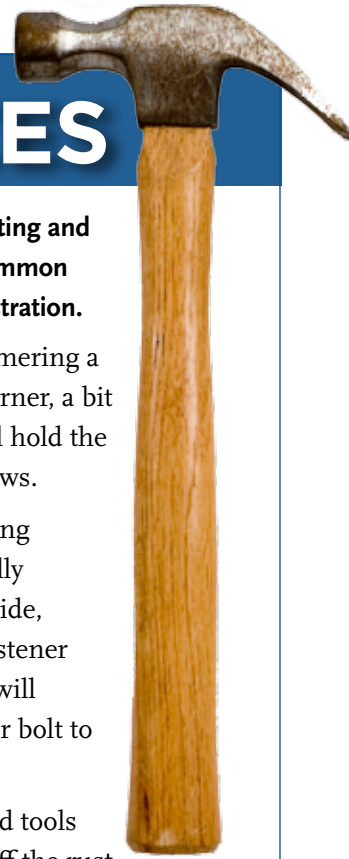
Join our network today!

## SNOWBIRD TO-DO LIST

**Before heading north, our seasonal members should check off a few items in order to secure their homes:**

1. Remind house watchers to put up hurricane shutters should a storm be imminent.
2. Forward mail.
3. Place cable, phone etc on vacation.
4. Set air conditioners/thermostats at 80 degrees maximum to prevent mold growth - remind house watchers to check this on a regular basis.
5. Turn off all water and circuit breaker to the hot water heater.
6. Unplug electrical appliances and computers.
7. Remove any items from lanai and yard. They could become projectiles should there be a storm.
8. Put seasonal stop on newspaper delivery.
9. Discard all items in your refrigerator and anything perishable in your pantry.
10. Have a wonderful summer and we will see you next season!

# BIG TIPS for SMALL FIXES



Do-it-yourself projects can be immensely rewarding, but even a small repair can turn into a more frustrating and time-consuming job when you encounter unexpected problems. Here are some easy tips for tackling common home hardware problems that will leave you with a sense of accomplishment rather than a sense of frustration.

**LOOSE SCREWS:** If a screw is so loose that it's barely gripping, remove it, wrap its threads with a few strands of steel wool and screw it back into its old hole. If the screw has been ripped out of its hole entirely and the hole is too big for the threads to gain hold, slide a wooden match into the hole and then replace the screw.

**TIGHT SCREWS:** Twisting screws into a bar of soap first makes them easier to insert. A few drops of white vinegar will help remove stubborn screws from a metal surface.

**BETTER GRIPS:** Improve your grip by wrapping a thick rubber band around the plastic handle of a screwdriver. This makes tightening and loosening screws less strenuous.

**HAMMER HELP:** When hammering a small nail, brad or tack, slip the fastener between the teeth of a pocket comb to protect your fingers from the hammer's blow. Don't have a comb handy? You can also use a bobby pin, a paper clip or

tweezers to hold the nail. When hammering a nail in a tight spot or hard to reach corner, a bit of modeling clay or chewing gum will hold the nail in place for the first couple of blows.

**RUSTED NUTS AND BOLTS:** Removing a rusted nut or bolt can be an especially frustrating task. Pour hydrogen peroxide, lemon juice or cola over the rusted fastener and wait half an hour. The mild acid will dissolve the rust enough for the nut or bolt to turn freely.

**RUSTED TOOLS:** Working with rusted tools makes any job more difficult. Clean off the rust by rubbing a paste of six parts salt and two parts lemon juice on the rusted areas with a dry cloth, then rinse and dry thoroughly.



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