

The Certified Connection

NEW YEAR MESSAGE FROM THE CEO

Toni A. Floerke, R®, CMCA®, AMS®, PCAM®, Chief Executive Officer, Principal Broker

I am amazed at how fast 2011 has come and gone. Before things start to gear back up for 2012, I'd like to pause and just encourage everyone to remember and continue to give thanks! It is my hope that, if even for a day, this past holiday season you were able to find a reason to be thankful and share that warmth and gratitude with another.

This upcoming year I invite you to show kindness to someone you don't know well or someone you meet in your neighborhood for

the first time. We can all make a choice to make a difference in the lives of others. Also, be encouraged to go green, support a charity or cause you believe in, smile more and share laughter and aloha!

We are proud of the dedication and efforts put forth over this past year. From the computer and software upgrades, to improved procedures and processes, we are finding more ways to bring savings and benefits to you. We look forward to serving your needs in 2012.



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Manager of the Quarter - RON MENDOZA

Resident Manager, Cathedral Point



RON MENDOZA has been a Resident Manager for more than 10 years and has been with Cathedral Point for approximately four years. The Board has great respect for Mr. Mendoza and appreciates the great work he does around the property. He handles many of their projects in-house in order to save the association money. Recently, Mr. Mendoza oversaw the modernization of the association's four elevators. He personally installed the flooring in all four elevators with the supervision of their elevator

contractor which saved the association thousands of dollars.

Mr. Mendoza is very responsive and well liked by the owners and renters. He keeps me well informed and takes care of the Board's requests with a positive attitude. Mr. Mendoza is a hands-on manager and supervises his staff as efficiently as possible. We have not had any issues or turnover of staff during my tenure. Mr. Mendoza is a top-quality Resident Manager and completely deserving of the Manager of the Quarter award.

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KATHY COOLEY promoted to SVP of Hawaii Operations



Certified is pleased to announce the recent promotion of Kathy Cooley. Cooley was formerly Certified's Branch Manager for Hawaii Operations.

"Kathy possesses great knowledge, skill and experiences unique to this leadership position that will greatly benefit the Certified family," said Toni Floerke, CEO. "She is truly deserving of this new title and will help to further increase Certified's community management productivity and overall customer focus."

Cooley works in Certified's Kona branch office and is responsible for the day to day operations of more than 70 properties. She also manages a staff of 11 employees, as well as

her own portfolio of clients. She hails from Cincinnati, Ohio, but she and her family have called Hawaii home for more than 12 years.

Cooley recently obtained membership to the National Association of Parliamentarians and was awarded the prestigious "Ambassadors Circle Award" presented to only the top 10% of Associa employees. She has achieved the Certified Manager of Community Associations (CMCA), Association Management Specialist (AMS), and Professional Community Association Manager (PCAM) designations from the Community Associations Institute.



Certified Hawaii and the American Red Cross Hawaii State Chapter have teamed up through the "Ready When the Time Comes" program. Approximately 40 Certified employees completed their training



held at the Red Cross building. In the event a large-scale, local disaster strikes our island, Certified Hawaii's team will be deployed to provide assistance and to help people in need of emergency services.

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Project Planning

HOW TO MAKE THE MOST OF YOUR YEAR AND REDUCE PROJECT DELAYS.



The first of the year is here and most associations are trying to prepare before the annual meeting comes. Since I am a Board Member and an Account Executive, I have noticed that board members go into cruise control waiting for the next big meeting, but this should be the time to set goals and start laying the ground work for Reserve components on your list. The first meeting of the year before the annual meeting may be the most important to have a productive year.

By taking advantage of the first meeting of the year you can get a head start on the process even if you will not be ready for months. Many projects take six months of decision making and committee meetings and clarifications with the contractor before you can sign an agreement.

Do your agenda items tend to get delayed from one meeting to the next?

Communication with vendors can sometimes be difficult if the board asks for one thing but the estimate proposes something different. Or sometimes the board does not know what to ask for and

leaves the scope of work open ended for the contractors to give their interpretation.

First, ask what your project goal is, when it needs to be completed, what inconveniences owners may experience, how you want to obtain bids, who is going to monitor and determine if a contract is satisfactory, and what type of contractors you want to bid on the project.

Look at your Reserve study projection for the next two years and identify which are your major projects over \$30,000. For these items you may want to bring in an outside consultant to create specifications, gather apple-to-apple bids, and then monitor the project to completion.

Look at your building and ask how owners will need to accommodate the contractor. Will letters need to be sent for different phases? Will you need a lot of cooperation? Do you need to decide on colors? Get approval from a master association like Kapolei or Mililani?

Look at how detailed the proposal is from the contractor. Do you need an attorney to write a contract protecting your interests and provide the ground work for resolving

conflicts? Or will you use a third party consultant to write the contract for you?

Loan approval may also be necessary especially when you do not know what the total cost may be. Hidden repairs such as spalling and building re-piping projects can run into several millions of dollars but they are the type of projects that you do not know the outcome until they are started. What percentage of owners do you need in order to obtain a loan? Can you vote on the loan at the annual meeting?

Each year we have annual meetings in the winter to spring time frame. Usually two-three months into the fiscal year. This is a main event for Board members because of the change in members but also the leadership and character of the Board's productivity. If your board meets every other month, it can really slow down the momentum of the previous board member's efforts because the annual meeting typically replaces a regular meeting. By helping the next set of board members you can help save time and money. Consult with your Account Executive for expert guidance with your project planning goals.

By David Thomson, CMCA®, Account Executive

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Certified Hawaii Supports the Blood Bank

Ikaika Pestana, CMCA®, VP of Business Development

Certified Hawaii is always striving to support the community that supports us. Last year, Certified donated 35 pints of blood to the Blood Bank of Hawaii. Since each pint of blood saves up to three lives that means Certified has saved the lives of up to 105 Hawaii residents this year. Blood Bank recipients range from preemie babies, car accident victims, and surgery patients. National statistics say that 60 percent of the population will need blood at some point in their lives yet only two percent donate.

If you too would like to get involved and become a regular donor, Certified will be donating blood again on February 7, 2012 at 11am. Donating blood is a safe and quick procedure. Please call 848-4721 to schedule an appointment today. We'll see you there.



ALAN TAKUMI named to CAI Hawaii Chapter Board of Directors



Certified is proud to announce that Senior Vice President Alan Takumi was elected to the Board of Directors of the Hawaii Chapter of Community Associations Institute (CAI).

"Alan is truly deserving of this honor," said Toni Floerke, Certified's CEO. "In this leadership position he will help to

further the chapter's goals of making our local communities better places in which to live for all of our homeowners."

Takumi's involvement in CAI, Hawaii Chapter shows his commitment to our industry. He was a member of the

Education committee in 2002 and 2003, member of the Legislative Action committee since 2004, and Chair/member of the ABC committee since 2002 that hosted annual workshops for homeowners, board members, and managers to introduce them to the basics of community association management. His achievements were recognized by the CAI Hawaii Chapter, by awarding him the Hoku award in 2001, given to the outstanding new community association leader in the state.

Takumi is on CAI's national faculty and is certified to teach four different classes in various aspects of community association management.



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CERTIFIED DONATES \$37,100 to the Shriners Hospitals for Children

ON SEPTEMBER 16, 2011, Certified presented a check for \$37,100 to the Shriners Hospitals for Children. The money raised from Certified's annual golf tournament was donated to the hospital's Transportation Fund.

The Transportation Fund of the Aloha Shriners of Honolulu provides transportation assistance for eligible Shriners Hospitals for Children patients in Honolulu, who come from outside Oahu to receive care. Certified Hawaii has donated more than \$100,000 to the Shriners Hospitals for Children in recent years, with much of the donations coming from its annual golf event.

"We couldn't be more proud of our affiliation with this Hospital," said Toni Floerke. "We are also proud to be associated with all the wonderful Shriners who work tirelessly to help children in need. We hope that our contribution will help to further benefit the services offered at this state of the art, incredible facility."



Every year, the Shriners Hospitals for Children provide care for thousands of kids with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, in a family-centered environment at no charge.

Motooka Yamamoto & Revere's 2011 Community Association Law Seminar

Certified's Account Executives attended Motooka Yamamoto & Revere's 2011 Community Association Law Seminar held at the Japanese Cultural Center. The speakers included: Milton Motooka, Esq.; Clay Valverde, Esq.; Carol Rosenberg, Esq.; Melanie Oyama; and Surita Savio, President of Insurance Associates.

Motooka's presentation was entitled, Dealing with Rogue Directors. He stated that Directors who create multiple and repeated problems for the Board are often referred to as "Rogue Directors." Rogue Directors adversely impact the operation and effectiveness of the Board in many ways. They invariably lead to

longer meetings, lowering the morale of fellow Directors and the Association's staff. If the problem with Rogue directors is not addressed in a timely manner, the consequences are predictable. The Board will expend large chunks of time responding to the demands of the Rogue Director and often times, the good Directors will resign from the Board. The worst case scenario is that the Rogue Director will then be able to replace good Directors with other Rogue Directors.

Steps to Address Rogue Directors in Board Meetings:

The following are effective tools in ensuring that Rogue Directors do not take over Board meetings:

1. Adopt meeting rules which limit the time each Director can speak. A timer should be appointed.
2. Appoint committees to address key issues such as common elements, personnel and contracts.
3. All committees should prepare a report with recommendations to be voted on at the meeting – this will limit the discussions necessary in order to vote on motions made by the committees.
4. Follow Roberts Rules – no discussion should take place without a motion.
5. Follow the meeting agenda.

(continued on page 6)



Community Association Law Seminar, cont.

Steps to Prevent Rogue Directors from Controlling or Harassing the Resident Manager, Association Staff, the Managing Agent, Contractors, and Professionals Hired by the Association:

1. The Board should determine who is authorized to contact the resident manager, association staff, the managing agent, contractors, and professionals hired by the Association – otherwise no one will know who they should be dealing with. Directors are not in a position to give orders to Association staff – you cannot have a staff member have as many as nine bosses telling him how to do his job.
2. The Board's decision about who the designated member is, who is authorized to deal with the resident manager, association staff, the managing agent, contractors and professionals hired by the Association, must be conveyed in writing to them.
3. If a Director violates this vote, then he or she must be reprimanded by the Board immediately – this has to be a no tolerance situation.

THANK YOU to Motooka Yamamoto and Revere for holding this very informative seminar.

2011 ASSOCIA CONFERENCE

Toni A. Floerke, R®, CMCA®, AMS®, PCAM®,
Chief Executive Officer, Principal Broker

Certified Hawaii was on fire at the Associa Annual Conference in our nation's capitol. We were proud to be honored with the company awards of Large Company of the Year (runner up) for the second year in a row and three-peat winner for the Top Producer, having the highest number of participants in the Management Resources Consultants' Waste Savings program.

Along with the company's stellar performance, many of our staff earned accolades. We are so proud of Reiko Marino, named to the Ambassador's Circle. Only five Account Executives across the country are named to this club each year. NatyEa and Caroline Okihara were named as the newest members of the Financial Forum, an award for the top accounting personnel nationwide. Zee Manalo was inducted into the "A Team" for an outstanding administrative staff recognized among all 123 offices in the US. Al Denys and Alan Takumi were recognized for their incredible contributions to the Political Action Committee (PAC). This committee

works with the local and national CAI branches on behalf of our clients to ensure protection of Association rights and laws here in Hawaii and with the Associa PAC nationally on legislation that affects homeowners throughout the country.

Kathy Cooley was nominated for the Volunteer of the Year award because of her generosity and work she does in the Kona community. Individual awards of outstanding achievement were also presented to Barbara Noel of AA Oceanfront, our Vacation Rental business on Maui; Hiiaka Overdorf of our Service Center; Kim Hieda who served both the Service Center and Account Executive team on Oahu; Rachel Niupulusu, CCI Division; and Brenda LeClair of the Kona Account Executive team.

CEO Toni Floerke earned the distinguished honor of both the Roger Kramer Memorial Award and the naming of Floerke to the Baron's Club, the top award given out for the CEO of the Year. The joy didn't end there! Staff SVP of the Account Executive Division, Alan Takumi

won the random drawing on the final day of the conference – the Corporate Experience – and will travel to Dallas to have lunch with the executive team, dinner with Associa's owner and Texas State Senator, John Carona and his wife Helen, at their home along with tickets for a professional sporting venue.

The week was full of long days of training sessions and briefings, but equally long nights of great dinners, fabulous time spent with fellow leaders in the largest association management company in the US and incredible opportunities to visit some of the finest museums and historical places in America. Certified is proud to be one of the largest Associa companies and welcomed sister company Hawaii First, Inc. in 2011.

We thank you for helping us to achieve our goals in 2011 and share these honors with pride with all of our customers. We pledge to continue to work harder in 2012 to bring you better products and services to benefit you and the residents of Associa managed communities.



"Green" Light for Energy Savings!



Associa is continually striving to be the industry leader in the "Green Movement" across the country. An area that affects our communities on a wide range is the use of lighting. Lighting accents, entry and water features, illuminate the inside of our community centers, provides for safe streets and park areas while also providing the biggest area for immediate savings for our communities.

You've probably heard of the "energy savings light bulb" or the compact fluorescent lamp (CFL). These bulbs can be easily installed and in some cases, completely eliminate the need for an expensive ballast. Compared to incandescent lamps, CFLs generally use less power and have a longer rated life, but a higher purchase price. A CFL can save over \$30 in electricity costs over the lamp's life time compared to an incandescent lamp AND save 2,000 times its own weight in greenhouse gases. So, even though the initial up front cost is, the end user reaps the benefit of both energy and cost savings.

In addition, the longer bulb life alone will reduce the replacement cost by 50 percent in labor. Like all fluorescent lamps, CFLs contain mercury, which complicates their disposal.

Currently, Home Depot has initiated a recycling program to reclaim these bulbs.

Where there is a considerable up side to changing over, take into account the application to ensure that it is a workable solution before you commit the time and money to changing all the lighting over to a "Green Community.

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