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## A.S.K. EVENT – REDBIRD RANCH



On October 12th Redbird Ranch neighbors and their children were invited for a night full of great food, fun and safety tips. Kids met the mascot, "Scout," and received a stuffed "Scout" toy and coloring books full of safety tips. Parents were given complete children's ID kits and safety tips brochures.

Associa unveiled a program designed to keep kids of all ages safe by providing Associa's community association employees and residents with safety tips and information on everything from pools to playgrounds. In attendance at the event was "Scout," the official mascot, and parents and children learned about Scout's role and how he will travel around the country to share stories and safety facts with families. Also in attendance



were Bexar County Sheriff Amadeo Ortiz, Bexar County Sheriff Deputies, and Geronimo Volunteer Fire Department, who brought two fire engines for the children to explore!

Additionally, Associa held a neighborhood pledge drive in Fall 2010, where Redbird Ranch residents were asked to sign a pledge and commit to no cell-phone use while driving. The pledge was available online to those outside Associa neighborhoods, on Associa's Facebook page. For each pledge signature or "like" on Associa's

Facebook page, Associa donated \$1—with a maximum contribution up to \$250,000—to Focus Driven—an advocacy group for victims of motor vehicle crashes involving drivers using cell phones.

Thank you to all our ProComm team who volunteered to make this event a success!

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ACCREDITED ASSOCIATION  
MANAGEMENT COMPANY



# ASSOCIA CARES

## In the midst of tragedy Associa Cares and Facebook help local family

On September 20, 2010 a fire destroyed the home of the Jones family in Blanco, Texas. Associa first heard about the disaster through a link with one of our client's Facebook page. Community resident, Lauren Thomas, posted a story on Associa ProComm's wall about her co-worker who lost her home and all contents to the fire. Lauren posted a request for donations to help Veronica Jones and her family overcome their heartbreaking loss.

At the time of the fire Veronica was three weeks from delivering her second son. On the Saturday prior to the fire a baby shower was held in the family's honor, but everything for the baby was lost in the blaze.

Even though their loss was catastrophic, in face of disaster Veronica and her family stood strong with support from their community. Arson investigators believe an electrical fire started in the kitchen of the Jones' home.

The family's life brightened on October 11, 2010, when a healthy baby boy, Scout Jones, made his entrance into the world. When employees from our San Antonio office met Veronica she was overjoyed by the generosity of Associa Cares and the donations that ProComm employees had collected for her family.



*"It always felt great knowing that the company I work for is making a difference to those who have suffered a loss. I did not realize how humbling it would be to actually be able to deliver the assistance to a family. The experience was not only humbling but eye opening, I will never forget the joy I felt making the delivery and being able to see the difference Associa Cares makes."*

— **DANELLE CHASE**  
General Ledger Department,  
Morale Committee Member Associa ProComm

Associa Cares was created to assist families and communities in crisis as a result of natural and man-made disasters.

Donations are given from Associa employees, families like yours, friends, neighbors, business partners, etc. Funds from Associa Cares are gifted to recipients for food, clothing, temporary housing or even clean up of destroyed property. Associa Cares can help in all of these instances!

To find out more information about Associa Cares or to make a tax deductible donation log onto [www.associacares.com](http://www.associacares.com) today! If you know of a family in crisis because of a natural or man-made disaster, contact the ProComm Offices at (210) 545-1888 or by email at [management@procomm-mgmt.com](mailto:management@procomm-mgmt.com). Thank you for your support!



ASSOCIA CARES<sup>SM</sup>

# RULES & TOOLS FOR LEADERS

*“After all is said and done, there is a lot more said than done.”*



In most organizations the top executives try to make too many decisions. It is a wise leader who focuses most of his/her attention on the big decisions and decisions that involve particularly sensitive issues. If a leader tries to do too much, he/she will end up accomplishing too little.

Before you make a decision, make sure that complete coordination has taken place. Make sure that all important players, both inside and outside the organization, have had an opportunity to fully express their views. In the case of a board of directors that could be management, accounting, board members, legal counsel, auditors, committee chairs, etc. Be sure to draw out any quiet skeptics who can offer useful cautionary comments. Don't allow "silent dissent".

Apply the following checks when preparing to make a final decision.

## SANITY CHECK

If it doesn't make sense it is the obligation of the leader to reject it. However, you must give guidance on how to proceed.

## DIGNITY CHECK

If the decision will undermine the reputation of the organization, you should return the issue for further board consideration and provide guidance concerning your objections along with suggestions to fix the problems.

*Continued on page 6*

## EXCLUSIVE SAVINGS VIA ASSOCIA



ASSOCIA ADVANTAGE CAN offer you exclusive discounts and unique purchasing opportunities for your home and community.

Open your door to a world of savings on household goods and services. Because your community is managed by an Associa company, you are a member of the Associa Advantage family and can now enjoy savings as much as 30% on household goods and services.

Utilizing the purchasing power of millions of homeowners behind the trusted Associa name, we are able to secure discounts on a variety of common and not-so-common products and services. Paint to Pest Control, Carpet to Cabinets and Garage Doors to Gutters are all available from our licensed, certified and/or insured companies in the Associa Advantage program.

We take great pride in the Suppliers and Service Providers selected to participate in the Associa Advantage Program. The companies have been a proven resource for residential client services at the local, regional and national levels. Our Service Providers are licensed, bonded and insured as required by local jurisdiction. Wherever possible, we use those time tested, successful companies known nationally or globally – many of them icons in their industry. Their services are varied but there is one common denominator – excellence in their field. And that makes all the difference.

Through the Associa Advantage, we are proud and happy to offer these savings to you, our extended Associa family. In addition, we invite you to visit us often for the latest on what's happening with Associa, the Associa Advantage program, new recipes, do-it-yourself tips and a host of other interesting news items.

Visit us at [www.associaadvantage.com](http://www.associaadvantage.com) and start taking advantage of this exclusive program.

Enrich your life at home with the Associa Advantage Program.



# ASSOCIA HIGHLIGHTS

## ASSOCIERGE

Associerge is your exclusive private virtual concierge, available to you 24 hours a day, 365 days a year. As a resident within an ProComm managed community, you will enjoy the exclusive benefit of membership.

Use Associerge to make arrangements for errands, shopping, entertainment and travel, and much more.

It's first class service — designed to save you time! Check it out at [www.associerge.com](http://www.associerge.com).

## ASSOCIA LIVING

Associa Living is a compelling resource of useful and inspiring information to help residents enjoy their homes and neighborhoods. Each month, relevant stories about entertaining, home, practical living, and community will help build stronger communities by fostering a positive relationship with neighbors.

Sign up for Associa's newsletter for the latest in ideas to make your home and community a better place by visiting [www.associaliving.com](http://www.associaliving.com).

# 2010 CAI ELECTION

The San Antonio Chapter for Community Associations Institute (CAI) was held on December 10, 2010 at the Club at Sonterra. And as a result, Associa ProComm is excited to announce the election of two of its team members to the Board of Directors, Ms. Juanita Seekins and Ms. Sandra Vela-Mora.

Ms. Seekins has been with ProComm since June of 2006. She has extensive experience with homeowner associations and condominiums and is known for her ability in not only managing large upscale communities, but in her ability to assist developing communities that need extra leadership and guidance. She also provides excellent mentoring skills to new property managers in the company. Ms. Seekins began her career in California where she earned her CCAM (Certified Community Association Manager) certification from the California Association of Community Manager. She holds the following professional designations: Professional Community Association Manager (PCAM) and Association Management Specialist (AMS) awarded by Community Associations Institute, and Certified Manager of Community Associations (CMCA) awarded by the National Board of Certification for Community Association Managers (NBC-CAM). Ms. Seekins has lived in a large homeowners association for the more than four years with three grandchildren that she is raising, and has served on her Board of Directors for three of those years. Ms. Seekins works diligently to keep her association operating efficiently and assists with National Night Out as the

coordinator. She has also worked with the Board and committees to better the communication between the neighbors.

Ms. Vela-Mora's professional experience includes fifteen years in the real estate industry including commercial and residential property management and specializing in community association management for over eleven years. During this time, she has worked to obtain the professional designations of Professional Community Association Manager (PCAM) and Association Management Specialist (AMS) awarded by Community Associations Institute, and Certified Manager of Community Associations (CMCA) awarded by the National Board of Certification for Community Association Managers (NBC-CAM). On September 20, 2007, Ms. Vela-Mora joined the Associa ProComm family lending her knowledge to the training, supervision, education and support of our managers. Additionally, Ms. Vela-Mora works in Developer relations and assists the President with the oversight and growth of our South Texas operation.

As a member of CAI and now representatives of the Board, both are committed to better our industry not only for our homeowners but for those of us working in this industry on a daily basis. The support and growth of the San Antonio Chapter along with an improved reputation of our industry is very important to these two ProComm team members and our office.



## PROCOMM ANNUAL AWARDS

ON DECEMBER 17, 2010 ASSOCIA PROCOMM PRESENTED ANNUAL AWARDS TO SEVERAL EMPLOYEES

at excelling in their respective areas as well as showing an overall commitment and enthusiasm for their company. The following were recognized for their dedication and outstanding job performance!

**Customer Service, Gate & Maintenance Department Star:** Kenny Ranch

**Administrative Department Star:** Sue Mills Winkler

**Accounting Department Star:** Carrie Catchings

**Manager Star of the Year:** Martha Hendler

**Upper Management Team Star:** Sandra Vela-Mora

**Employee of the Year:** Misty Speer

# ASSOCIA PROCOMM CELEBRATES THE PROMOTIONS OF ROXANNE ARELLANO AND MARISA ZAVALA

On December 3, 2010, Associa ProComm was pleased to announce the recent promotions of **ROXANNE ARELLANO** and **MARISA ZAVALA** to Association Manager. In their new roles, Ms. Arellano and Ms. Zavala will handle all day to day operations of a portfolio of properties providing support and excellent customer service to Boards and Homeowners alike.

Ms. Arellano joined Associa ProComm in March of 2009, working first as an Assistant Association Manager with an amazing enthusiasm for furthering her education and achieving all industry credentials. Demonstrating a great mixture of customer service skills and a drive to make all associations the best they can be, Ms. Arellano's promotion was inevitable. She is now a member of our team of community association managers for the Rio Grande Valley, located in our Edinburg office and currently works with ten community associations throughout area.

Ms. Zavala joined Associa ProComm in May of 2007 as the Accounting Administrative Assistant and within three months was promoted to Accounts Receivable Specialist. Over the next three years, Ms. Zavala excelled in our Accounting Department, cross training in Collections, Accounts Payable and our Transfer Department culminating with being recognized as the 2009 Accounting Department Star of the Year. By mid-2010, Ms. Zavala made the leap from Accounting to Administrative and instantly showed her natural talent with customer service, organization and follow through providing for her much deserved promotion to Association Manager.

Associa ProComm is honored to have both Ms. Arellano and Ms. Zavala as part of our team.



## PROCOMM IS NOW ON FACEBOOK!



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

The social media site works in conjunction with ([www.procomm-mgmt.com](http://www.procomm-mgmt.com)) as traditional communications such as press releases, seminar information and board member announcements will be available on both sites. Facebook will provide access to exclusive multimedia content not offered on the official website.

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

New "likes" will also provide an opportunity to receive a FREE copy of *Association Times, Volume 2*, an incredible resource book for community

On-line social networking utilities, growing increasingly popular worldwide, allow users to connect and communicate information with others like friends, family, co-workers, immediately and unobtrusively.

Facebook, with more than 500 million users worldwide, enables ProComm to post updates and achievements to all of its homeowners in a timely fashion.

Facebook also provides you with an additional communications channel with which to learn more about and connect with ProComm, while providing a dialogue on topics that are current and relevant.

To "like" ProComm on Facebook, please visit [www.facebook.com/ProComm4U](http://www.facebook.com/ProComm4U).

Join our network today!



# RULES & TOOLS FOR LEADERS, *continued*

## SYSTEMS CHECK

Does this decision fit within the overall goals of the organization? All parts of the decision must fit together.

## 60 MINUTES CHECK

Conduct a straightforward examination of how the decision might appear in a newspaper. Imagine a critical headline. How would it look, how would people react to it?

## SAFETY CHECK

Think about how a decision may affect the physical and psychological safety of members, employees, vendors and management. The membership depends on the board to make sure that systems designed to protect their property are in place.

## STRATEGY CHECK

A decision may make good tactical sense, but not strategic sense. A leader must consider the long range impact to the organization.

## INTEGRITY CHECK

This is the basic ethics issue. It concerns the impact of the means used, the end result and the long-term reputation of the organization. If your associates know that you are going to conduct an ethical examination of every issue, they are much more likely to find ethical means to reach ethical ends.



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