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**EXECUTIVE DIRECTOR**  
Kate McDougall-Mason  
ed@cai-ngcc.org

**INSIDE**

- CAI: Not Just for CAMS... 2
- New Board President Letter ..... 2
- 2022 Calendar of Events 4
- Water Heater Leaks ..... 5
- Elevator Inspections..... 7
- Trash Information..... 8
- Tips for CAMs.....10
- CAM’s Corner.....14
- Call Out for Committees .....14
- 2022 Sponsorship Opportunities .....16

# THE PRESIDENT’S REPORT

The year has flown by and as my term as president of the North Gulf Coast Chapter ends, I reflect on the year with great admiration as we have all weathered challenges and embraced the new normal. This year we celebrated the CAI Trade Show and Education event drawing over 200 participants and vendors, hosting 34 luncheons averaging 30 people, our education conference with 60 people in attendance and the golf tournament which raised nearly \$24,000. We also held a Kick Off event in Tallahassee to help serve our members and industry there. The board and I are pleased and encouraged with the participation at events in 2021 and excited for the chapter’s plans for 2022.

It has been an honor to have worked with such a dedicated group of “get in and make it happen” type of people and I am so proud of the things we have accomplished along the way.

I would like to thank the board for their continued guidance, expertise and support of the chapter. Our committees have done an amazing job planning and executing our events, conducting membership outreach activities, and providing continuing education opportunities. Without your dedication to the chapter we would not be as successful.

Many thanks to both Kathy Barber and Kate McDougall-Mason for their hard

work as the Executive Directors overseeing all aspects of chapter operations. I could go on listing business partners, management companies and others by name, but in the end, the message would be the same; I have enjoyed my time as president and have been well supported with the work and outcomes we have achieved.

I leave my fourth year on the board and my role as president with great confidence that the returning board members and new board members will continue to grow our chapter and make it one of the best in CAI. Their commitment to serving our chapter and our industry along with the support and enthusiasm of all our members makes me excited about our future in the Panhandle.

I am excited about our 2022 chapter president, Luke Gerald. He is the epitome of hard work, caring and has a commitment to do whatever it takes to ensure the continued success of the NGCC Chapter.

Thank you all for your support and I look forward to seeing you in the future.

Happy Holidays, be safe and good luck!

*Danny Ellis  
President of CAI-NGCC  
Board of Directors*



**Danny Ellis,  
LCAM, CMCA**  
Chapter President

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### DIRECTOR

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# CAI IS NOT JUST FOR CAMS

*By Alice Martin, 2021-23 Board Member*

During a class for new board members, we were told about Community Association Institute. We were invited to the next monthly CAI luncheon. I have been attending ever since.

Attending CAI luncheons with CAMs, board members, homeowners and service providers provide a broader sense of what it takes for a HOA to run smoothly. Every HOA is unique but share many of the same problems and solutions. Each luncheon has an informative topic for discussion as

well as great food and new friends. Networking throughout the year with service providers that are CAI members makes finding one a heck of a lot easier when the need arises.

Twice a year, an all-day educational seminar is given. It is amazing how much one learns as it is never the same. Different speakers along with changes in statutes, make new the topics you thought you were well versed.

By becoming an active CAI member, you can appreciate even more the challenges of running a successful HOA. Several board members never

fail to ask me what topic was covered at the last meeting. Sometimes it's not just the topic but also something learned from another board member, CAM, homeowner or service provider that was sitting at my table.

CAI for me is a source of continuing education. Change is constant making continual education a must. CAI is a fun way to accomplish that goal. I can't imagine being active in my HOA without the benefits of CAI. I didn't know what I didn't know until I became an active member.

## NEW BOARD PRESIDENT LETTER

For those who may not have had the chance to meet me, yet my name is Luke Gerald and I am your new Board President for the North Gulf Coast Chapter of CAI. It's been two years since I was nominated to serve on the board for our local chapter of CAI. In that time, I have had the honor of working next to some of the best in our industry from managers, business partners and homeowner leaders. I am even more honored that my fellow members have the confidence in me to lead our chapter this next year as your

President.

I have been a part of this chapter for a very long time and in that time, I have had the opportunity to learn from so many people and create partnerships that have lasted years. My goal is to continue supporting this chapter so that many others will be able to have that same experience. I also want to work with our board, committees, and executive director to bring something more to the chapter so that I leave it in better shape than I found it.

With the support of such a great membership and business partners I have no doubt that our chapter will continue to grow and thrive in the Panhandle. I want to thank you all again for your confidence in me and I will do whatever is necessary to make this new year in 2022 one of the best.

Sincerely,  
Luke Gerald  
Board President, CAI North Gulf Coast

## WE WOULD LIKE TO INTRODUCE OUR 2022 BOARD OF DIRECTORS

Luke Gerald – President  
Hayley Bryant  
Jonathan Hartness  
Patty Campbell  
Alice Martin  
Mark Huebner  
Patrick Wilborn  
Debra Laminack  
Tom Cooper

Elections of Board of Director rolls will occur in January and positions will be announced then for the board members. The advisor to the board is Danny Ellis, the Immediate Past President.

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# 2022 Calendar of Events

## January \*\*

3 Observe New Year's Day  
6 Board Training  
13 Destin Lunch  
17 Martin Luther King Day  
20 PCB Lunch  
21 Annual Meeting FWB  
27 PK Lunch

*Safety and Privacy*

## February

3 Business Partner Mixer  
10 Destin Lunch  
15 Tallahassee  
17 PCB Lunch  
21 President's Day  
24 PK Lunch with AL chapter  
30A Lunch TBD

*Elevators*

## March

3 New Member event  
10 Destin Lunch  
NO PCB Luncheon this month  
16 Trade Show  
24 PK Lunch

*LAC Update*

## April \*\*

1 Tallahassee Kick off  
7 Business Partner Mixer  
14 Destin Lunch  
19 Tallahassee  
21 PCB Lunch  
28 PK Lunch  
30A Lunch TBD

*Golf Tourney this month  
Disaster Prep and Red Cross*

## May

1-7 Annual Conference  
12 Destin lunch  
19 PCB Lunch  
26 PK Lunch  
30 Memorial Day

*Inspections*

## June

9 Destin Lunch  
16 PCB Lunch  
20 Juneteenth/ Flag Day  
23 PK Lunch

*Defibrillators*

## July \*\*

4 Independence Day  
21 Business Partner Mixer

*None*

## August

11 Destin Lunch  
18 PCB Lunch  
25 PK Lunch  
Continuing Ed Credit Crunch TBD

*Homesteading with Legal*

## September

5 Labor Day  
8 Destin Lunch  
15 PCB Lunch  
20 Tallahassee  
22 PK Lunch  
30A Lunch TBD

*Pep Rally: Mental Health*

## October \*\*

6 New Member event  
10 Columbus Day  
13 Destin Lunch  
20 PCB Lunch  
27 PK Lunch  
Business Partner Mixer TBD

*Nightmare in the Cam World  
and other Ghoulish Topics*

## November

1 30A Lunch  
10 Voting opens for Board  
10 Destin Lunch  
17 PCB Lunch  
24 Thanksgiving  
Fall Ed Conference TBD

*Elections and Candidates*

## December

1 PK Lunch  
8 Destin Lunch  
15 PCB Lunch  
26 Christmas Day observed  
Tallahassee TBD

*Holiday Parties*

- \*\* Newsletters publish months
- Please make note that luncheons have shifted to Thursdays for Destin, Panama City Beach and Perdido Key.
- All events subject to change or cancellation- please see the website for full details and registration

# WATER HEATER LEAKS

## COMMON, COSTLY AND CONCERNING FOR CONDOMINIUM ASSOCIATIONS

By Steven Fielding  
AquaGuard, LLC  
1-844-GET-WAGS  
WAGSVALVE.COM

The governing boards of condominium associations worry about many things. Reserves, rules enforcement, insurance costs, maintenance, pets, parking and COVID are on a long list of things that keep trustees and association managers up at night. Water heaters probably are not always on that list— but they should be. Here are a few hard – or soggy – facts:

- Water damage is one of the two leading property damage risks faced by homeowners, representing nearly one-third of all homeowner claims filed annually, exceeded only by wind and hail damage.

- One in every 50 insured homeowners files a water damage claim every year; the average claim cost is about \$7,000, adding up to more than \$2.5 billion in insured losses annually, according to the Insurance Information Institute.

- There are no statistics on how many of those claims are attributable to water heaters but 75 percent of all water heaters will fail – usually without warning – within 12 years of their purchase. So it is probably safe to assume that a sizable percentage of those water damage claims result from water heaters that leak or fail entirely.

It is also safe to assume that if a water heater leaks in a condominium building with attached units, the damage won't be confined to the unit in which the

offending heater is located; the water and the damage will spread to adjacent units and common areas.

So multiply that average \$7,000 claim by 10 or 20 units; add the potential damage to common areas; consider the risk of mold (a byproduct of water damage), the cost of remediating it, and the potential legal liability for the association if mold sickens some residents. Insurance industry analysts report that water damage claims in excess of \$500,000 have doubled since 2015; claims exceeding \$1million have tripled in that time period.

Also consider that associations dealing with common area damage will be paying a large deductible and may be filing an insurance claim, which could increase the association's premium costs. And now,

perhaps, you begin to understand why water heaters should be on that list of association concerns.

### Preventing Damage

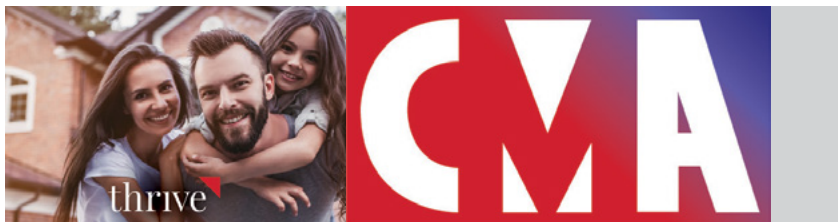
Why do water heaters fail? Age is the primary culprit. Water heaters have an average useful life of about 12 years. But the operative word here is "average." Some water heaters fail well before that 12-year mark; others perform like champs for much longer. The problem is – you can't predict when any given water heater is going to fail. There is no equivalent of a car's 'check engine' light to alert you to an issue you must address; you don't usually know a water heater is failing until it has dumped 80 gallons of water in your basement or your garage or your kitchen.

*Continued on page 6*

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Brandon Burg, Attorney/Founder



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*Continued from page 5*

As early warning systems go, this isn't terribly effective. Fortunately, there are some alternatives.

- Automatic shut-off valves. These units typically consist of a high quality valve installed directly into the plumbing line, and moisture sensors that send a 'shut-off' signal to an electric control box. The WAGS valve my company sells works on the same general principle, but it isn't powered by electricity. We use a spring mechanism wrapped with a water soluble sensor element that is placed in a drip pan under the heater. When water hits the sensor, it weakens, releasing the high-pressure spring and shutting the heater off after no more than one inch of water has accumulated in the pan.
- Water leak alarms. These units also use sensors that sound an alarm when water is detected, but owners must remember to turn the alarm on (they don't always) and someone has to be around to hear the alarm and able to act quickly, by turning off the water supply. A lot of water can leak and cause a lot of damage in a very short period of time.

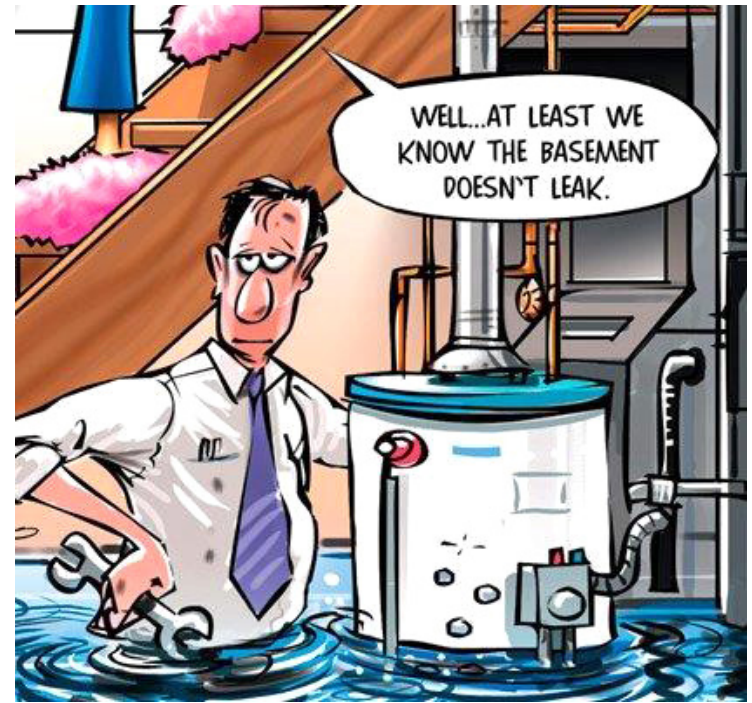
### *Effective Maintenance*

Shut-off valves and alarms can prevent damage – or reduce it – if a water heater leaks. Maintaining the heaters can go a long way toward preventing those leaks. Plumbers suggest that owners have their water heaters inspected – and drained – annually. Drainage will eliminate sediment that can build up inside a heater, reducing its effectiveness and possibly making the interior of the tank rust.

Regular inspections can also assess the condition of the temperature and pressure valve and monitor the condition of the anode rods (some units have one, others have two) that protect the tank from hard water minerals. As these rods erode over time, the protection diminishes, reducing the water heater's life and increasing the risk that it will fail prematurely. Replacing the rods when necessary can extend a water heater's life.

### *What HOAs Can Do*

Condominium boards should deal with hot water heaters the same way they deal with other risks affecting the health and safety of residents or the community's property values and finances: By providing information that encourages responsible behavior by owners and



adopting association policies that require it. A few specific suggestions:

1. Educate homeowners. Explain the damage leaking water heaters can cause to individual units and common areas.
2. Encourage owners to have their water heaters inspected at least annually by a qualified plumber.
3. Consider making annual inspections mandatory, for the same reason that many associations require annual inspections of fireplaces – because poor maintenance of the equipment poses a potential risk to other residents and the entire community.
4. Encourage – or require- owners to install automatic shut-off valves or water sensor alarms on their water heaters.
5. Require owners to replace water heaters older than 11 years, with an exception for those who install automatic shut-off valves. Units with these devices can operate safely until they fail.
6. Consider making the purchase and/or installation of shut-off valves an association expense. Leaks pose risks to other units and common areas - risks that owners have a shared interest in mitigating.
7. Consult your insurance agent. Some insurance companies require leak

prevention devices on water heaters or strongly encourage them. Ask if your association's insurer is one of them. Installing shut-off valves community-wide may not reduce the association's insurance premium, although it would give your agent a strong argument for requesting a discount. But proactive risk management policies like this will improve the association's overall risk profile, which may help you secure a favorable premium rate. Preventing water heater leaks will also avoid the costly damage claims that can increase your premium and may make it more difficult to obtain the coverage the association needs.



*About the Author:*  
Steven Fielding is president of AQUAGUARD, LLC, which manufactures the WAGS Valve - a product he discovered as a consumer and liked so much, he

bought the company that produces it. He is now on his third water heater with a WAGS valve. When the previous two heaters (operated long past their estimated useful life) failed, the valves worked perfectly, protecting his finished basement from water damage.

# ELEVATOR INSPECTIONS, STATE REPORTS & RESPONSIBILITY

By *Ami Cavinder*  
*Cavinder Elevator Company*  
*ami@cavinderelevators.com*  
*833.265.9545*

The state of Florida requires all elevators have an annual inspection with no violations to renew the elevator license, also known as the certificate of operation. However, Florida Statutes allow certain elevators that meet very specific maintenance and reporting requirements to skip the annual inspection requirement. This exemption is called the “two-stop” exemption. A “two-stop” elevator serves only two adjacent floors. This exemption is not universal or automatic. Not all types of “two-stop” units are exempt. Not all elevators with a service maintenance contract are exempt. It is the responsibility of the ownership to submit the proper documentation and request a “two-stop”

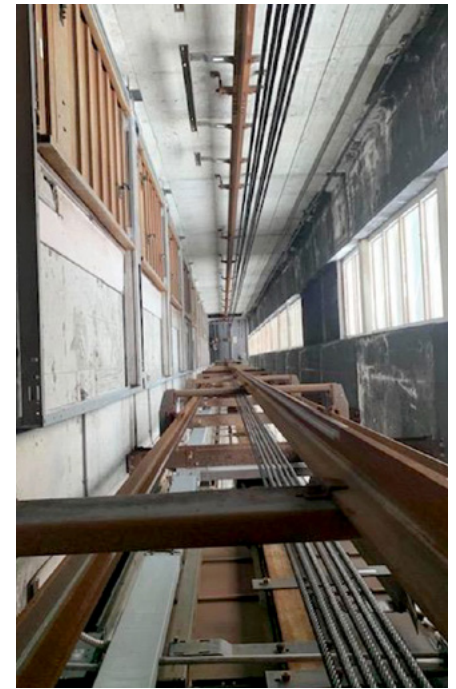
exemption. That being said, the majority of elevators in the state of Florida are not exempt as they serve more than two floors. Therefore, an annual inspection is required.

Certified elevator inspectors licensed by the state perform all elevator inspections, related to issuing certificates of operation. These inspectors should be hired by the ownership, not the elevator maintenance provider due to a conflict of interest. In addition, the ownership will have direct contact with the inspector and receive the report timely as to not delay any violation repairs needed and submittals required. The resulting elevator inspection report must be submitted to the state within five days of the inspection date. Should violations be found, all violations must be cured in the required amount of time that is listed on the report. Depending on the violation,

extensions may be granted (material lead time, scheduling etc.). When inspectors fail to submit inspection reports to the state, the elevator owner is unable to renew the license. The ownership may face penalties for violating the state law and may receive a citation for operating the elevator without a valid license.

To summarize, elevator inspections are required by the state for a reason – SAFETY! It is important for the ownership to establish a relationship with an inspector/inspection company to keep informed of the latest code requirements, timely reporting on inspections and additional building testing requirements that are needed (emergency generator, fire service, etc.).

Do your elevators have valid state licensing? Are you in compliance with the state statutes?



Please feel free to contact Cavinder Elevator Company with any questions regarding this subject matter and/or the maintenance of your elevators.

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# TRASH INFORMATION

By Giant Enterprises

Low-rise, mid-rise, and high-rise buildings can all have trash chutes. Chutes are used to collect garbage, moving it to one central location for pick up or removal (normally a trash/collection room). It is not sanitary to carry a bag of trash through the halls and down the elevator of a crowded building. Trash chutes are discrete and a lot more sanitary.

Once your bag of trash is tossed into the chute, it should flow smoothly down to the trash room where it is deposited into a dumpster or compactor.

Quite often, the building manager or property supervisor will post signs above the intake doors outlining what can and cannot be thrown into the trash chute. Some type of maintenance program for the intake doors needs to be performed on a regular basis. This service will keep the doors in good working order, and fire

safety code compliant.

Common items that should not be tossed in a trash chute:

- Pizza boxes or other overlarge or strange shaped boxes – these can get stuck in the chute
- Christmas trees, wreaths, garlands, or other live plants – these can leak sap or other material on the inside of the chute
- Hangers, strands of lights or other protruding objects – can get stuck in the chute
- Cleaning products, liquid soap, or disinfectant – can make a mess or combine with other chemicals to create toxic fumes
- Flammable items, such as recently lit cigarettes or cigars
- Other items such as cat litter, dirty diapers, or household food waste, should be wrapped tightly in a small,

secure bag. Do not overfill bags or use oversized bags that do not easily slide down the chute. With so many people using the trash chute, you will want to be sure it is working properly. Trash chutes need to be cleaned and sanitized regularly to prevent the spread of odors, germs, and bacteria. Hiring a trash chute cleaning company that cleans, deodorizes, disinfects, and maintains your trash chute will save you time and money and help keep your residents happy. Many places offer annual service contracts, so you do not have to think about regularly hiring someone. Here are some important items that will help keep things running smoothly.

- Smaller bags will slide more easily to the bottom of the chute. Instead of oversized 30-gallon kitchen bags, switch to a smaller trash can and 13-gallon sized bags.

- Instead of allowing trash to build up over several days or a week, take the garbage out each day. This will help keep bags a small size, so they can slide easily to the bottom.
- Break down your trash as much as possible to conserve space - this includes breaking down cartons, crushing coffee pod cups or flattening boxes.
- Use recycling when available. If your building has a recycling center or specific room, separate your recycling from the regular trash. Not only is this better for the environment, but it also saves space in the trash dumpster or compactor.
- Use your garbage disposal if you have one. The less food that is put down the trash chute, the less chance for bacterial and unpleasant smells.



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# TIPS FOR COMMUNITY ASSOCIATION MANAGERS

By Tammy Mercer, CMCA, AMS  
Community Association Manager  
Sundown Condominiums

It is understandable why association managers can sometimes get overwhelmed, overworked, under appreciated and occasional burnout. I will touch on a few of the many hats filled by the association managers and will also give suggestions that can help.

First I want to address the feeling of being under appreciated. I believe we are all appreciated more than we know. Most owners and some board members don't know all the tasks that happen in order to keeping everything running smoothly. We are so good at what we do we make it appear to others that it is easy. With that

being said, pat yourself on the back for a job well done and know you aren't alone and we understand what all you do.

## COMMUNICATION:

Association Managers are responsible for keeping the membership informed. Sometimes we communicate so much with the board that we don't realize the rest of the membership communication is not at it's best. When there is a lot going on to report it's easier to remember to get those updates sent out. When it's slow with not much to report we still need to keep that communication going. The membership might not know there is nothing to report and may think they are being left out of the loop. A quick email to let everyone know things are going great and nothing current to report is

satisfying.

Be as transparent as possible with the membership, it is their money and their investment you are managing. If you don't tell them or show them, they don't know. They need to see the need for the amount of dues they are required to pay. It is much easier for them to trust your ability to manage their funds when they see how you are doing it. They want to see the value of what they are paying. One way of doing this is promptly addressing issues and repairs. A lot of the work we do can't be seen therefore transparency is a must. You can also coordinate a property improvement day to include everyone. Ask them for suggestions also. This also helps to keep up morale.

## CONFLICT MANAGEMENT:

Another responsibility of association managers is conflict management. That mostly consist of conflicts within the membership are the membership / board conflicts. At times it will consist of vendor, renter and even employee conflicts. With different personalities, opinions and interest, conflicts are sure to arise. Conflicts need to be addressed immediately to prevent escalation. We must be diplomatic and research each side and let our knowledge and facts solve the conflict, not our opinions.

## FAIRNESS:

Always treat all owners fairly. Regardless of how annoying or disgruntled they may be, don't let that form opinions that may alter the outcome. Your creditability depends on your professionalism.

## CRISES MANAGEMENT:

It is the community manager's responsibility to take control when crises arise. Unfortunately, more times than not it seems to happen after hours. Being available when needed is part of being a good, responsible association manager. Always be reachable. Sometimes you will receive calls that doesn't justify an emergency for you, but you can kindly thank them for notifying you and let them know you will make sure it is on your list of tasks. Don't disregard the importance it is to them. One tip is you can set your voicemail to mention they have reached the emergency phone, leave a message if you have an emergency that must be addressed before normal business hours. Let it go to voicemail and listen to it right away, as it may be an urgent need.

## PROPERTY MANAGEMENT:

Another major hat association managers wear is Property Management. Included in your responsibilities are keeping the property running properly and identifying maintenance needs and resolving them. This requires learning your property, the amenities and their

*Continued on page 11*



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*Continued from page 10*

needs. You will need to know which kind of vendor for each need you have and grow relationships with those vendors. Preventative maintenance is a must for longevity. For some managers this can be the most challenging part of the job since it's the most likely to go over budget with unexpected vendor needs. It helps to keep communication open with your vendors and treat it as a partnership.

**FINANCIAL MANAGEMENT:**

The association manager must manage bank accounts, collection of dues, payments to vendors and creating and staying within a budget. We must send monthly financial statements to the board, communicate regularly with the accountant, and keep detailed records of all financials readily available. Good organization, time management and proper filing will make this a lot easier.

**KNOWLEDGE:**

An association manager will know answers to the questions asked. If not, they will know where to get the answers or be able to point them in the right direction to get the answers. The manager should be familiar with the properties recorded documents and the state statutes and know where to quote from when needed. This is our responsibility to know in order to guide the board. A board, which changes every one to two years, will not know these laws and rules without your guidance. Board members need to keep their limited time available for voting issues. Strong communication with your board is required in order to provide them with the property's needs, advise them on agenda items, be knowledgeable of rules of order for board meetings to keep them on track and ensuring meetings are handled properly. Keeping your documents and the statute immediately accessible at all times makes this easier. A

responsible association manager knows the importance knowledge plays in this profession and takes every opportunity to gain more knowledge.

**KNOWLEDGE IS POWER:**

I can't stress enough the importance of continued education. Regardless of how much knowledge or experience we have there is always room for improvement. The more we know, the more confident we are and the better job we will do. It's common for an association to go ten years or more without updating their recorded documents, however the state statutes seem to change annually. It is your responsibility to locate these changes and make sure your board is aware and the membership if applicable. You will need to make note of those changes and keep them with your documents. Your continuing education requirements are the state minimum. To gain more knowledge you can be active with CAI and

utilize the resource center of the website. You can sign up for free webinars when offered. Some condominium attorneys offer free webinars and afterward they post the recording on their websites for others to view at their leisure.

**LEARN FROM OTHERS** - Don't shy away from asking questions of other association managers. Sometimes another perspective is all we need to hear. We can all learn from one another. Share new knowledge with others in your profession. When you come in contact with a new situation reach out to see how other managers have handled similar situations. Attending monthly CAI luncheons and events is a great way to start those relationships.

I will end by suggesting you spend a little time clicking through the different tabs on caionline.org. That is a very resourceful site that all members have access to.

***Congratulations!***

***Let's give our chapter members a hand for earning their designations in 2021.***

Alice Martin .....	CMCA
Angela Selvey .....	CMCA
Carol Scicchitano .....	CMCA
James Padgett .....	CMCA
Cynthia Thomas .....	CMCA
Haley-Marie Green .....	CMCA
Corrinne Vernick .....	CMCA
Melissa Avey .....	CMCA
Mindy Zapien .....	AMS
Hannah Bowyer .....	AMS
Dina Brown .....	AMS
Tammy Mercer .....	AMS
Eugene Claseman .....	PCAM
Andrew Hall .....	PCAM

***Save the Date!***

***Spring Trade Show March 16th, 2022  
at The Destin-Fort Walton Beach  
Convention Center.***

Presenters needed for continuing education credits and vendors for trade show. If you are interested in presenting or as a vendor, please contact Kate at [ed@cai-ngcc.org](mailto:ed@cai-ngcc.org) for more details.



## NEW MEMBERS

Victoria Chambers  
Lauri Gordon  
Phillip Jones  
Sterling Magby  
Steven Fielding  
Catherine DeMartino  
Barbara Hermes  
Michael Sestokas  
Spencer Pous  
Courtney Bolla  
Nicola Dorris  
Jennifer Goodwin  
Michael Conroy  
Tom Welter  
James Horsley  
Russ Ruehrwein  
Nick Swiatkowski  
Sue Bubel  
Robert Lecaroz  
David Wesley  
Mark Wichern



## 2022 NEWSLETTER PUBLICATION DATES

*All submissions must be received no later than 5pm.*

### 1<sup>ST</sup> QUARTER

Publication date:  
January 6, 2022

Submission date:  
December 20, 2021

### 2<sup>ND</sup> QUARTER

Publication date:  
April 6, 2022

Submission date:  
March 10, 2022

### 3<sup>RD</sup> QUARTER

Publication date:  
July 6, 2022

Submission date:  
June 10, 2022

### 4<sup>TH</sup> QUARTER

Publication date:  
October 10, 2022

Submission date:  
September 10, 2022

# THANK YOU

...to our 2021 Chapter Sponsors!

You have helped to make our chapter's events memorable; your contribution to the various educational opportunities, trade show and luncheons are much appreciated! We invite you to sponsor The North Gulf Coast Chapter in 2022 as well.

## • DIAMOND •

Advanced Fire Protection Services, Inc.  
Becker  
Clean Environmental Solutions  
Community Bank  
Dunlap and Shipman, P.A.  
Giant Enterprises  
Hand Arendall Harrison Sale, LLC  
Network Communications. Inc  
OuterShield

## • GOLD •

Alliance Association Bank  
Bel-Mac Roofing  
Burg Management Company  
Emmanuel Sheppard & Condon  
Harrison Contracting  
MetroPower  
Sherwin Williams

## • PLATINUM •

BB&T  
BeachBank  
Carr Riggs & Ingram  
Community Management Associates  
CompleteDKI  
Dune Doctors  
FirstService Residential  
Regency DRT  
Stone Claims Group

## • SILVER •

Centennial Bank  
CertaPro Painters  
CIT Association Bank  
Emerald Coast Association Management  
SERVPRO of Bay County and Servpro of North Pensacola  
Signarama  
SimpleHR

# CAM'S CORNER

## GETTING TO KNOW OUR COMMUNITY ASSOCIATION MANAGERS

An Interview with Carol S.

### *How did you start your CAM career?*

Prior to moving to Florida, I worked in residential property management and was introduced to the industry in 2009 while employed in the Owner's Accounting Department at Edgewater Beach Resort. In 2012, I began working as an Administrative Assistant at Portside Resort where I obtained my CAM license and began my association management career.

### *What was one of your favorite communities to manage and why?*

Honestly, I can't claim a favorite because each property holds a special place in my heart, but I will say that I enjoy the complexities of managing high-rise condominiums over HOAs. It's the memorable experiences (good and bad) you go through that you carry with you. Having dealt with flooded units, fires and hurricanes to election disputes and lawsuits, I've been able to grow in knowledge and experience, while establishing great relationships along the way, which is very rewarding to me.

### *What was one of your biggest challenges as a CAM?*

Helping people understand the reality and consequences of not being prepared has been an ongoing challenge. We learned a lot through Hurricane Michael and it's important that facilities utilize preventative maintenance programs and have service providers in place to address the unpredictable. Equally important is ensuring operating and reserve accounts are properly funded. It's disheartening to see associations afraid to increase assessments or inadequately funding their reserves. It can be a struggle for a CAM to effectively maintain a property under such circumstances. With cost increases on everything from supplies and utilities to labor and services, we must consistently communicate and work with our boards to ensure their association is protected and they are prepared to address the next unexpected event.

### *How was CAI helpful in your career?*

CAI has been amazing. I was invited to attend my first meeting in 2013 by a past president and have gained so many valuable and lasting relationships since then. As a member of the CAI Membership Committee, I actively promote CAI membership and frequently

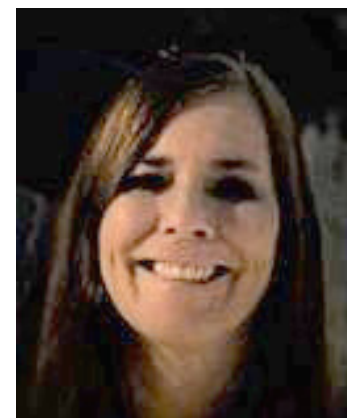
distribute information and resources to CAMs, vendors and homeowner leaders, whether they are members or not. CAI's publications and educational courses offer a wealth of information that has been very beneficial to me. I recently received my CMCA designation and am in process of completing the courses necessary for the AMS designation.

### *If you could retire today, how would you spend your time?*

Retirement would begin by spending lots of time with my family and experiencing the beauty our world has to offer. We would visit historic landmarks, national parks, and travel through Europe. Gemstone collections have always intrigued me and I want to obtain my own collection someday by mining for them. And, if that isn't enough to keep me busy, I would volunteer my time and talent to a noteworthy organization.

### *What advice would you give to a new CAM?*

Best advice – do not let the job consume you and ask for help if you're not sure. CAMs wear a lot of hats, deal with countless deadlines and are expected to have answers. As a new CAM it can



**Carol S, CMCA**

seem overwhelming at times, but there are so many people there to help - fellow CAMS, vendors, industry professionals, attorneys, etc. Take things one step at a time, prioritize and accept that we are not perfect, that it is okay to rely on others for guidance, expertise and assistance. Also important is to learn as much as you can by establishing relationships with other CAMs, seeking out educational opportunities with CAI, reading industry publications, attending webinars, and obtaining CEU credits.

## CALL OUT FOR COMMITTEES

2021 has been an impressive year with awesome events that could not have happened without our dedicated committee members. Thank you for your hard work in planning and hosting events across our chapter! We are looking for chapter members to join our committees! Current opportunities include Membership, Golf, Education, Community Engagement & Tallahassee area events. Meetings are held monthly (or more frequently as the event approaches).

If you like engaging with new and existing members, the Membership Committee welcomes you!

Golf Committee works specifically to plan the annual charity golf tournament. If you like golf and soliciting donations, this is your committee!

Our Education Committee focuses on all chapter educational opportunities including, luncheons, newsletters, continuing education opportunities, and trade show. This is by far our busiest

committee but has a direct influence on guiding chapter events and learning opportunities. Join the education committee if you like to plan learning events and educational series, join the education committee.

Our Community Engagement committee is new to 2022. This committee will focus on interactions within the chapter area to improve the relationships of CAI through volunteering, charitable donations, and college outreach opportunities. If you

like to promote CAI and make decisions to guide the charitable efforts the NGCC, this is the committee for you!

The Tallahassee Committee works to promote and plan Tallahassee area events and grow the population at the east end of our chapter. This committee would love to have your input if you work or live in the Tallahassee area.

To join any committee, please email or call Kate

# Thank you to our sponsors!

## DIAMOND



## PLATINUM



## GOLD



## SILVER





## North Gulf Coast Chapter of CAI 2022 Sponsorship Opportunities

The North Gulf Coast Chapter of CAI is dedicated to helping businesses elevate their presence in the community association industry. As the NGC Chapter continues to grow, we look forward to providing companies with expanded opportunities to cultivate essential relationships and engage with chapter members from across the area. In addition, member organizations who partner with CAI through Chapter Sponsorships gain valuable exposure to support their marketing and business development efforts.

*Include the North Gulf Coast Chapter of CAI in your Marketing Budget...It is the ideal opportunity to make the most of your membership and see the return on your investment all year long!*



## Diamond Sponsor

\$ 4000

- Name prominently displayed at each luncheon and CAI related event
- 18 lunch tickets (\$450 value)
- “Sponsor Spotlight” – two (2) Promotional Opportunities to highlight your company at a monthly luncheon (5 minutes to talk about your company and opportunity to distribute collateral materials)
- “News You Can Use” - one (1) time at each luncheon location. (3 minutes to talk about information or updates in your industry specialty relevant to all members)
- Spring Tradeshow – Booth with priority selection of location
- One (1) month as “Feature Sponsor” on the North Gulf Chapter of CAI website
- Opportunity to place one (1) full page ad in each digital newsletter (4 Ads)
- Logo printed in each quarterly newsletter.
- Listed on footer of email correspondence of Chapter Executive Director
- Feature on the North Gulf Coast Chapter of CAI Facebook page and other social media outlets
- Link to company website on North Gulf Coast Chapter of CAI website
- Recognition at the Annual Meeting and Awards Dinner
- Exclusive invitation to new member events

## Platinum Sponsor

\$3000

- Name prominently displayed at each luncheon and CAI related event
- 15 lunch tickets (\$375 value)
- "Sponsor Spotlight" – one (1) Promotional Opportunities to highlight your company at a monthly luncheon (5 minutes to talk about your company and opportunity to distribute collateral materials)
- “News You Can Use” -- two (2) luncheons (3 minutes to talk about information or updates in your industry specialty relevant to all members)
- Spring Tradeshow – ½ price booth with priority selection of location
- Two (2) weeks as “Feature Sponsor” on the North Gulf Chapter of CAI website
- Opportunity to place one (1) half page ad in each digital newsletter (4 Ads)
- Logo printed in each quarterly newsletter.
- Feature on the North Gulf Coast Chapter of CAI Facebook page
- Link to company website on North Gulf Coast Chapter of CAI website
- Recognition at the Annual Meeting and Awards Dinner

## Gold Sponsor

\$2000

- Name prominently displayed at each luncheon and CAI related event
- 9 lunch tickets (\$225 value)
- “News You Can Use” – one (1) luncheon (3 minutes to talk about information or updates in your industry specialty relevant to all members)
- Opportunity to place one (1) quarter size ad in digital newsletter (4 Ads)
- Logo printed in each quarterly newsletter.
- Feature on the North Gulf Coast Chapter of CAI Facebook page
- Link to company website on North Gulf Coast Chapter of CAI website
- Recognition at the Annual Meeting and Awards Dinner

## Silver Sponsor

\$1000


- Name prominently displayed at each luncheon and CAI related event
- 6 lunch tickets (\$150 value)
- “News You Can Use” - one (1) time at a monthly luncheon location. (3 minutes of information or updates in your industry specialty relevant to all members)
- Opportunity to place one (1) eighth size ad in digital newsletter (4 Ads)
- Logo printed in each quarterly newsletter.
- Feature on the North Gulf Coast Chapter of CAI Facebook page
- Link to company website on North Gulf Coast Chapter of CAI website
- Recognition at the Annual Meeting and Awards Dinner

For all sponsorship levels, newsletter articles *must be submitted quarterly* for each newsletter. Prior newsletter ads will not be run unless the Executive Director is contacted prior to the deadline for submissions.

All submissions must be received no later than 5pm.

1 <sup>st</sup> Quarter:	Publication date: January 6, 2022	Submission date: December 20, 2021
2 <sup>nd</sup> Quarter:	Publication date: April 6, 2022	Submission date: March 10, 2022
3 <sup>rd</sup> Quarter:	Publication date: July 6, 2022	Submission date: June 10, 2022
4 <sup>th</sup> Quarter:	Publication date: October 10, 2022	Submission date: September 10, 2022

## 2022 Sponsorship Amenities Comparison

SPONSORSHIP BENEFITS	DIAMOND \$4000	PLATINUM \$3000	GOLD \$2000	SILVER \$1000
Recognition and Name prominently displayed at every CAI Event				
Feature on NGCC CAI Facebook Page				
Link to company website on NGCC CAI website				
Ad placed in each digital Quarterly Newsletter plus logo	Full Page	Half Page	Quarter Page	Eighth Page
Luncheon Tickets	18	15	9	6
“Sponsor Spotlight “ 5-minute presentation about your company	2	1		
“News You Can Use” 3-minute presentation of industry updates	(1) Time at <i>each</i> luncheon location	(2) Times at a luncheon location	(1) Time at a luncheon location	(1) Time at a luncheon location
CAI Annual Tradeshow	Booth with priority selection	½ Price Booth with priority selection		
“Feature Sponsor” on NGCC CAI Website	1 month	2 weeks		
Thank you Sponsor recognition				

## 2022 Additional Sponsorships

Only 1 of each Title Sponsorship opportunities available; first come, first served basis.

### Spring Trade Show Title Sponsor **\$3000**

- Opportunity to welcome everyone at beginning of Expo
- Opportunity to include inserts or promotional items in attendee registration bags (250 items provided by sponsor)
- Logo included on attendee bag
- Includes premium booth with priority selection
- Logo and link on CAI-NGCC website and social media pages, mention in marketing materials, list of attendees.

### Golf Tournament Title Sponsor **\$3500**

- Opportunity to welcome everyone at beginning of Golf Tournament
- Opportunity to include inserts or promotional items in attendee registration bags (250 items provided by sponsor)
- Logo included on attendee bag
- Includes golf 4-some for event
- Logo and link on CAI-NGCC website and social media pages, mention in marketing materials, list of attendees.

### Fall Education Conference Title Sponsor **\$1500**

- Opportunity to welcome everyone at beginning of Education Conference
- Includes booth at event
- Logo and link on CAI-NGCC website and social media pages, mention in marketing materials, list of attendees.

### New Member Sponsor **\$1000**

- Recognition and opportunity to speak at new member events
- Logo and link on CAI-NGCC website and social media pages, mention in marketing materials
- Opportunity to include inserts or promotional items in new member gifts
- Logo printed in each quarterly newsletter.
- Feature on the North Gulf Coast Chapter of CAI Facebook page

- Link to company website on North Gulf Coast Chapter of CAI website
- Recognition at the Annual Meeting and Awards Dinner

## Membership Luncheon Sponsor

### Members - \$250 Non-Members - \$350

For the membership Luncheon Sponsor, the sponsor will receive the following:

- The sponsor will be mentioned in the meeting notice as being the sponsor for the membership luncheon.
- The sponsor will be provided a table at the entrance to the meeting room where they may have representatives from their firm with marketing materials.
- The sponsor will get to speak for two minutes about their firm.
- The sponsor receives one complimentary luncheon ticket.

*We will allow up to two sponsors for each meeting. Sponsorships are limited to one business type per luncheon.*

## Additional Newsletter Advertising

The Chapter will be publishing quarterly newsletter to be emailed out and placed on the Chapter website. Ads must be submitted quarterly to Executive Director to be included in the newsletter for each publication.

**Full Page:** \$250 per ad/ \$750 per year  
**Half Page:** \$200 per ad/ \$600 per year  
**Quarter Page:** \$150 per ad / \$450 per year  
**Eighth Page:** \$100 per ad / \$300 per year  
**Business Card:** \$50 per ad / \$150 per year

All sponsorships are non-refundable and due no later than February 1, 2022, paid in full to CAI-NGCC. All chapter sponsors are given right of first refusal for additional sponsorship, speaking, or educational opportunities. For specific questions about sponsorships, please reach out to Kate at [ed@cai-ngcc.org](mailto:ed@cai-ngcc.org) or (850)-797-3472.