

# Community Trends®

December 2017

**SHOOT  
THE COVER  
WINNER!**

## In This Issue

- Habits of the Rich (Associations)
- Harness Mobile Technology to Empower Your Community
- Content Marketing

....and more



NEW JERSEY CHAPTER

community  
ASSOCIATIONS INSTITUTE

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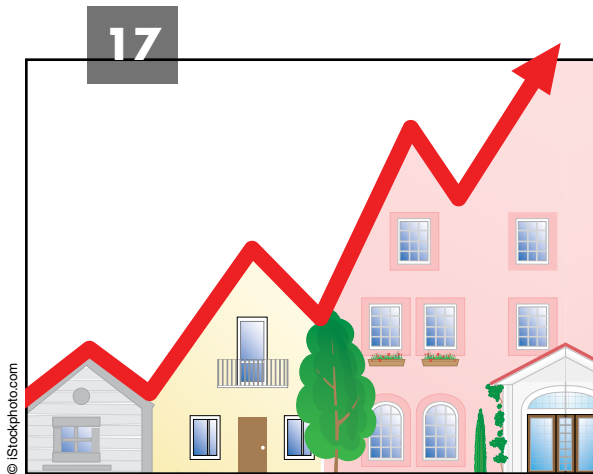
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## Thank You For Your Support!

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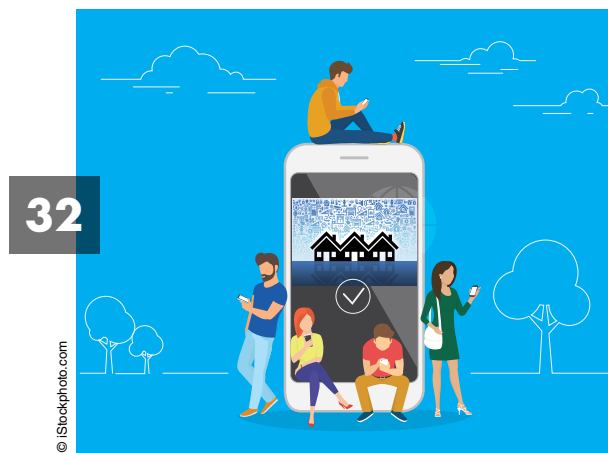
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# CAI-NJ LEADERSHIP

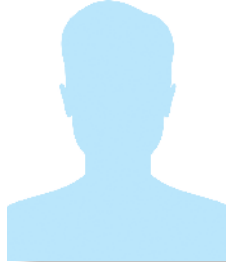
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**"Sing me sweet and sleepy all the way back home.  
It's a far gone lullaby sung many years ago.  
Mama, Mama, many worlds I've come since I first left home."**

Robert Hunter – "Brokedown Palace"

**A**. Milne of Winnie-the-Pooh fame once wrote: "how lucky I am to have something that makes saying goodbye so hard." How lucky (and grateful) indeed.

This has not been an easy year, my friends, but we made it through and we are (hopefully) all the better for it. Another year on the bright blue ball, another year with loved ones, another year of learning and experiences, and another year of some good times.

When I wrote my first column for *Community Trends*® back in January, I had a few goals for the year. First and foremost, my primary goal is to not mess anything up. As we close out the year, I hope that I can say that I was successful in that goal.

I also asked each and every one of you to be mentors/ambassadors for CAI. My goal was to increase involvement, increase membership, and make 2017 even better than the years before. Again, I hope that I was also successful in that goal.

And now, some THANK YOUS! To the chapter staff – Larry, Angela, Jaclyn, Laura, Erika and Brooke – I could not have made it through the year without you. Thank you to my fellow Board members for putting up with me this year. We may not have agreed on everything, but everything we did, we did for the betterment of the chapter. Thank you to all of our chapter members, for your continued participation, your sponsorship at events, your willingness to give your time to volunteer to serve on a committee, speak at one of our educational seminars, and for everything else that you do. Our members are really what make this chap-

ter special. And a very special thank you to my friend and column editor, Jon Katz. We had a lot of fun putting these columns together!

It would be remiss if I didn't give honorable mention to all of the Past Presidents before me, who paved the way and supported me throughout my term as President. I will be joining you in the comfy chairs shortly.

**"It would be remiss if I didn't give honorable mention to all of the Past Presidents before me, who paved the way and supported me throughout my term as President."**

I wish to welcome the new CAI-NJ board members who will be replacing Gabriel Vitale and myself on the board as our terms are up with CAI-NJ. I wish you much success and look forward to seeing the differences you will make for our chapter. I feel it was forever ago that I stood up in front of the membership and pledged my oath to be the best board member I could be for our chapter. And Gabe, my dear friend, it has been a great six years serving with you.

To everyone else who I am missing, those who I have met along the way, or those who just joined as a member this year, attended an educational seminar, a networking event, or the Annual Conference & Expo, thank you, thank you, thank you. Your continued membership will get us to

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# LOOKING AHEAD

LARRY THOMAS, PCAM | CAI-NJ CHAPTER EXECUTIVE DIRECTOR



I'd like to wrap up 2017 focusing on a few items that occurred during the year, beginning with our CAI-NJ team. We have a great staff here at CAI-NJ that has been consistent for the last three years. Angela, Jackie and Laura remained on the CAI-NJ team and we replaced the part-time Administrative Assistant/Graphic Designer with a full time staff member. Brooke Stoppiello came on board in August as a full-time team member assuming the Administrative Assistant/Graphic Designer role.

Regarding the team, Angela became a first-time grandmother to Olivia who arrived in July of this year. Laura and her husband Rob are expecting their first child which will most likely be here before this issue of *Community Trends*<sup>®</sup> is mailed. Jackie got married to her longtime partner Ben, changing her name from Olszewski to Oskierko. We also had an excellent experience with this year's intern Tara Vakili, she did a great job over the summer and helped us keep current with our social media, membership data mining and other marketing initiatives. Tara is attending NYU as a sophomore and hopefully can return next summer.

Another highlight was our membership growth, during 2017 we grew from 1,625 members on December 31, 2016 to 1,694 on October 31, 2017. This is a very

impressive number and I'm sure we will pass the 1,700 count by the end of the year. Laura and I met with Lysa Bergenfeld and Nick Haralambopoulos (chair and vice chair of the 2018 Membership Committee) and discussed the committee's plan for next year. We all agreed on focusing on two major campaigns — push the new CAI Homeowner Leader program change (sign up 3 to 15 board members and key community volunteers for an annual cost of \$295) and focus on increasing the manager membership section of our chapter. These two major initiatives will be discussed by the entire committee and a marketing plan will be developed and rolled out by the committee.



I have to thank the entire Conference and Expo Committee for an outstanding effort with this year's event. They were faced with an unexpected venue change and pulled off our biggest and best conference yet. Great job to the entire committee along with Angela and the rest of the CAI-NJ team for another great conference.

I hope you enjoy the holidays with your families and friends and recharge your batteries for 2018. We at CAI-NJ will be discussing all of our events and programs and focusing on providing an even bigger and better experience for all of our members. ■

# 2017-2018 EVENTS & EDUCATION CALENDAR

## DECEMBER

**7** **Annual Retreat**  
Clearbrook Community Association, Monroe Twp.

## FEBRUARY

**15** **Annual Awards Dinner**  
The Imperia, Somerset

## MAY

**31-2** **M-100: The Essentials of Community Association Management**  
Mercer County Community College, West Windsor

## JUNE

**26** **Dennis R. Casale Memorial Golf Outing**  
Forsgate Country Club, Monroe Twp.

## JULY

**12-13** **M-203: Community Leadership**  
Ramada Plaza, Cranbury

## AUGUST

**9** **Annual Beach Party**  
Martells Tiki Bar, Point Pleasant

## OCTOBER

**17** **Pre-Conference Networking Reception and Live Band After Party**  
I-Play America, Freehold

**18** **Annual Conference & Expo**  
I-Play America, Freehold

**18-20** **M-100: The Essentials of Community Association Management**  
Mercer County Community College, West Windsor



**FOR MORE INFORMATION CONTACT [EVENTS@CAINJ.ORG](mailto:EVENTS@CAINJ.ORG).**

**EVENTS ARE SUBJECT TO CHANGE**

# LEGISLATIVE UPDATE



**CHRISTINE F. LI, ESQ., CCAL**  
PARTNER, GREENBAUM, ROWE, SMITH & DAVIS LLP  
LEGISLATIVE ACTION COMMITTEE CHAIR

As the Chair of the Legislative Action Committee, I have been writing this monthly column in *Community Trends*® for the past three (3) years. That's thirty-six articles, less a handful I enlisted LAC members to write. This is my final column.

There were successes of the LAC about which I was excited to write. On other occasions, I was motivated by the theme of an upcoming *Community Trends*® issue, where there were a number of LAC initiatives that fell under the umbrella of that theme. And then there were times when I was absolutely panicked and bereft of anything to write about! Thankfully those times were few and far between. In the end, I hope the panic wasn't apparent and that you drew from my writings as much as I appreciated having the opportunity to share the travails and triumphs of the LAC.

Looking back, I am reminded of the initiatives we took on and proudly recall that the LAC always put 100% effort into whatever it became invested. Some of our legislative efforts did not yield the result for which we had hoped, and took the wind out of our sails temporarily. We are still pursuing others, even though we began years ago. The LAC embodies proof that making new laws takes a tremendous amount of time, effort and patience, and sometimes the willingness to admit defeat. In some instances, we had to examine why what we were doing wasn't working, and revamp our efforts and redirect our focus. The need to redirect was no greater apparent than when it came to advancing the Uniform Common Interest Ownership Act (UCIOA), which was later restructured as the Community Association Reform Act (CARA).

At the beginning of my term, the LAC made the commitment to showcase its work to the members of CAI-NJ and to involve directly CAI members in what we do. We did this by consistently organizing and presenting informative programs. Formulating these sessions, I was reminded of

the saying "If a tree falls in the forest and no one hears it, does it make a sound?" The saying symbolizes the ineffectiveness of unheard ideas, opinions and thought – ineffective to the point of not mattering. In order for LAC to matter, CAI's members had to hear what we were doing from the LAC's members, and not necessarily just the success stories.

Beginning in the Spring of 2015, we began conducting "Legislative Update Programs". Three times a year, four members of the LAC (along with Tim Martin of CAI's lobbying firm MBI\* GluckShaw) would travel to at least three venues and make presentations to CAI members. The programs were presented from Atlantic County to Hudson and Morris Counties. Many CAI communities graciously offered their clubhouses for our presentations and we remain appreciative. In addition to the Legislative Update Programs, we gave presentations at the CAI's offices in Freehold and at the Annual Conference & Expo. You responded by forming capacity crowds.

The LAC reached beyond the CAI membership and community association industry. We secured and staffed booths at the Annual Conference of the New Jersey League of Municipalities in November and the Spring Conference of the New Jersey Conference of Mayors in April. It is vital for community associations to work as a partnership with the municipalities of which they form a part.

Most of the legislative activity of the LAC wasn't nearly as attention-getting as our Legislative Update Programs and other public sessions for the CAI members. As a matter of routine, LAC members visited legislators in Trenton or their home offices. In tandem with CAPAC, the Community Association-Political Action Committee, LAC members made time in their schedules to attend events sponsored by legislators. When it came to initiatives, such as the Manager Licensing bill where we sought the cooperation of governmental officials, LAC worked tirelessly with rep-



**"It was rewarding to find the focus and use of the LAC's resources fed into the concerns of CAI's members through the years as a matter of course."**

representatives of the New Jersey Department of Community Affairs to attempt to achieve consensus on the passage of a bill into law only to face Governor Christie's pocket veto of the bill.

Much of LAC's work can be credited to LAC members and others in the community association industry in New Jersey who took on challenges either individually or in tasked groups. Amicus curiae briefs were filed in the *Dublirer v. 2000 Linwood Avenue Owners Association* and *The Palisades at Fort Lee Condominium Association, Inc. v. 100 Old Palisade, LLC*. LAC formed subcommittees on Mortgage Foreclosure Reform, as well as on Common Interest Community Reform, the Municipal Services Act and, as mentioned previously, Manager Licensing, so it could mobilize quickly and remain agile. And, in July of this past year, the "Radburn Bill" was signed into law adopting changes in board elections and voting. I had hoped to name and credit the individuals who worked so hard and for so long in every instance but then resigned myself to the fact that I would do an unforgivable disservice to those I had failed to mention by name inadvertently.

It was rewarding to find the focus and use of the LAC's resources fed into the concerns of CAI's members through the years as a matter of course. Whenever *Community Trends*® themes such as the Senior Summit and Emergency Preparedness revolved into place through the year, there was much to report to you. We were there for you and had you covered. And when I was able to report to you on important Federal Legislative Action Committee efforts, which you were unlikely to otherwise hear about, I felt we had served well the purpose of our committee.

We drew on the vast breadth of experience of Tim Martin and Paul Maticera of MBI\*GluckShaw. They gave us direc-

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# INSIDE CONNECTION

ANGELA KAVANAUGH | DIRECTOR, CONFERENCE & PROGRAMS

Hopefully you had an opportunity to “Step Right Up” and join us for our 2017 Conference & Expo, held at the New Jersey Convention and Exposition Center at Raritan Center in Edison on Wednesday, October 18th. Thanks to our exhibitors incorporating the Carnival theme, it was a fun day for all that attended. This

year’s winners of The Best Use of Theme Contest were G&C Electronics and Rezkom Enterprises.

Adding to the excitement, we once again gave away \$1,000 per hour to five lucky winners. The winners were James Bennett, CMCA of Preferred Community Management Services, Inc., Jeff Cirkus, CMCA, AMS, PCAM of Associa Community Management Corp., Bob Blum of Four Seasons at Metedeconk Lakes, Emma Flores of G&C Electronics and Georgann Reinartz of Society Hill at Somerset VI.

This year the schedule allowed for six educational programs, a topic of interest for everyone. We had the highest attendance with a record number of more than 1,100 people walking the tradeshow floor gathering advice and important resources for their communities from the 167 exhibitors.



Winners of Best Use of Theme Contest at the 2017 CAI-NJ Conference & Expo, (above) G&C Electronics, and (below) Rezkom Enterprises.



The location for the 2018 Conference & Expo on October 18, 2018.

Courtesy CAI-NJ.



## NEW LOCATION FOR THE 2018 CAI-NJ ANNUAL CONFERENCE & EXPO

Plans are already underway for the 2018 CAI-NJ Conference & Expo. We are excited to announce that it will be at the Event Center at IPLAY America, 110 Schanck Road in Freehold on Thursday, October 18, 2018. This brand-new venue is conveniently located in central New Jersey and will be more accessible for our members via the Garden State Parkway, New Jersey Turnpike, Routes 18 and 195.

The Event Center at IPLAY America is one of the very few venues that can accommodate the size of our trade-

CONTINUES ON PAGE 52



# CHAPTER TRENDS

## USI Gives Back Initiative Helps 100,000 Lives

USI Gives Back is an award winning corporate social responsibility program, where this year each of USI's 140 offices participated in more than 165 events totaling more than 15,000 hours of volunteerism. Earlier this year in March, USI Gives Back was honored at the National Press Club in Washington, D.C. where the program won the prestigious PR News' corporate social responsibility platform award. One hundred thousand lives were positively

impacted across the United States during its 4th annual USI Gives Back local community service initiative.

Michael J. Sicard, chairman and chief executive officer of USI, said: "USI Gives Back symbolizes the spirit, character and mission of our firm. We are deeply connected to our local communities. Through USI Gives Back, USI employees have helped hundreds of thousands of lives in our communities. Congratulations to all of our offices for giving their time, talent and treasure, and for supporting the values that make USI a special place."



Courtesy CAI-NJ

(above) USI Insurance

## Wilkin & Guttenplan, P.C. Named One of the Best Accounting Firms to Work For

Wilkin & Guttenplan, P.C. announced that they have once again been named one of the Best Accounting Firms to Work For by *Accounting Today!* This they are proud to be ranked the fifth best firm to work for in the country and to be the only New Jersey based firm to make the list of mid-sized companies. They are honored to be recognized for the ninth time and to be the only New Jersey based firm to be recognized in their category. This award is based on company data and employee survey responses and is designed to identify, recognize and honor the best employers in the accounting industry. ■

## Chapter Trends Editorial Guidelines

- All submissions must come from and be about:
  - A member of CAI-NJ (Manager, Management Company, Board Member, Business Partner or Business Partner Employee) in good standing.
- Companies/Communities are permitted four (4) announcements per calendar year.
- Submissions are limited to 150 words.
  - Members are responsible to condense the information appropriately, as CAI-NJ will not do so. Any submissions over 150 words will not be published.

- Submissions may include (1) image.
- Submissions should not be advertorial in nature.

Please note, CAI-NJ reserves the right to edit any submissions. The chapter reserves the right to omit information as necessary. CAI-NJ has the exclusive right to refuse to publish any submissions for any reason.

For questions regarding the Chapter Trends section of *Community Trends*®, please contact [jaclyn@cainj.org](mailto:jaclyn@cainj.org) or 609-588-0030.



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**CA-PAC**  
*Community Association  
 Political Action Committee*

## CA-PAC REPORT • FALL 2017

### A Letter from your PAC CHAIRMAN



The Community Associations – Political Action Committee (CA-PAC) is essential to ensuring Community Associations Institute’s political involvement and our legislative successes in Trenton. The CA-PAC allows CAI-NJ and our members to have a direct impact on the issues and legislation that affect you. Giving to CA-PAC ensures that someone is looking out for the interests of New Jersey’s common interest communities.

CA-PAC makes careful well informed decisions on whom to support based upon a legislator’s voting record, legislative committee and overall support for our issues. We support legislators who are responsive to our concerns and your contribution is vital to our success.

With all 120 legislative seats up for election this November along with the race for Governor it is critical that we raise funds to spread our message to elected officials that lack a fundamental understanding of community association issues. Your contribution is an investment in the interests of community associations throughout New Jersey. Please send in your contribution today.

Thank you,

James Rademacher  
 President, Community Associations Political Action Committee

### 2017 CA-PAC BOARD OF DIRECTORS

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**Purpose of CA-PAC**

To promote and strive on the behalf of New Jersey community associations for the improvement of government by encouraging and stimulating New Jersey community associations, their owners, and those serving the New Jersey community association industry to take a more active and effective part in governmental affairs.

**To donate to CA-PAC, send contributions to**

CA-PAC, 500 Harding Road, Freehold, NJ 07728 | or visit [www.cainj.org/capac](http://www.cainj.org/capac)





**CA-PAC**  
Community Association  
Political Action Committee

## CAI-NJ IS HARD AT WORK ON OUR TOP PRIORITIES FOR THE 2016-2017 LEGISLATIVE SESSION INCLUDING:

▪ **Municipal Services:** CAI-NJ is advocating for advancements in the municipal services provided to your community including the maintenance of fire hydrants.

▪ **Delinquencies and Expedited Foreclosures (S 1832):** We are closer than ever to working with the banks and lenders to maintain vacant units and assume responsibility for maintenance fees. We are also pushing to include rent receiverships as an option.

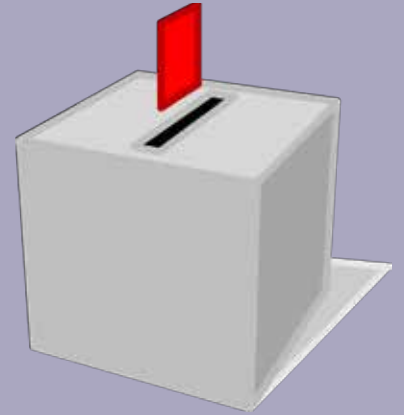
▪ **Insurance Deductibles (A 3683):** This legislation deals with the Association's ability to transfer the deductible to homeowners in condominium associations.

▪ **Security Cameras in certain common interest community lobbies (A 3431):** Is your community considered in this legislation? If passed, certain communities in high crime areas of our state will be required to install security cameras in designated areas.

▪ **Snow Contractor Indemnification (S 181):** If passed as presently worded, snow contractors would be indemnified for any damage or injuries as a result of their snow removal/ ice control operations. CAI-NJ is involved in a coalition with several other organizations to meet with our elected officials and make sure our communities are protected.

▪ **Rain Sensor Installations (A 1484):** If you have a community controlled irrigation system, you may be required to install rain sensors to your system.

## VICTORY FOR CA-PAC! New Election Law



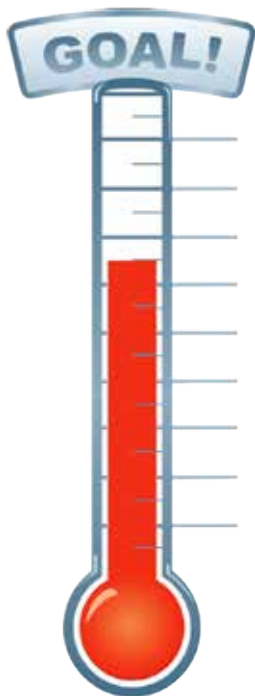
On Thursday, July 13, Governor Christie signed legislation to enhance owner participation in community association elections. The CAI Legislative Action Committee worked side-by-side with Senator Gordon, the primary sponsor of the bill, to ensure that the final version of the law would be balanced and not impose undue burdens on community associations while making the election process democratic where it currently isn't. Only through an eleven-month effort by the LAC members and the willingness of Senator Gordon to listen to, and accommodate, CAI's concerns was this able to occur.

### CA-PAC in Action

In 2017 CA-PAC members have attended fundraisers for candidates that support NJ's community association industry including Assemblymen O'Scanlon, Holley, Benson, Lagana , Senators Brown, Van Drew, Gordon and Rice and Senate candidate Cryan.



# Support CA-PAC Today!



**2017 GOAL**  
**\$35,000**

**RAISED**  
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Thank you to our supporter for helping to advance the issues important to NJ's community associations.

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**Please make your CORPORATE or PERSONAL CHECK payable and mail to:  
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The New Jersey Election Law Enforcement Commission requires us to collect and report the name, mailing address, occupation and name of the employer of contributors whose contribution exceeds \$300 in a calendar year. Contributions to CA-PAC are not deductible for federal income tax purposes. Contributions are not limited to suggested amounts. CA-PAC will not favor nor disadvantage anyone based upon the amounts or failure to make PAC Contributions. Voluntary political contributions are subject to limitations of ELEC regulations. CA-PAC contributions are not considered payment of CAI dues.



# Best Practices of a Well-Funded Association

By AJ Meola, FWH Associates, P.A.

Maintaining an association's common property is among the highest responsibilities of a board. One way to obtain this objective is to implement a comprehensive long range plan to successfully prepare for the necessary repairs or replacements of the association's common elements. Communities rely on capital reserve studies to provide a budgeting forecast for the inevitable future repairs and replacements to the common elements. For some boards, this process can become tedious and overwhelming, especially if they find themselves on the short end of the "underfunded" stick. Here are some tips for board members that are preparing for their next reserve study:

## Don't Wait

Boards of newer communities tend to put off preparing capital reserve studies, claiming that their existing common elements are in such pristine condition that their replacement and repair is not anticipated for many years down the road. While that may be true, a reserve study provides more than just a timeline of major upcoming projects. A capital reserve study is first and foremost a budget planning tool. A board does not want to find itself a few years removed from a community-wide roof replacement project, only to be significantly (and unknowingly) underfunded. The owners of the units at the inception of a project have as much obligation to fund the reserve as

CONTINUES ON PAGE 18

## WELL FUNDED...

from page 17.

owners of units in the years leading up to major projects. Establishing and following an adequate funding plan from the early stages of a community will prevent underfunding and ensure that all owners pay their "fair share."

### Document, Document, Document

There are several pieces of information a reserve specialist requires to prepare a reserve analysis: the starting reserve fund balance, current funding levels, scheduled projects, etc. One of the more important pieces of informa-



*"It is recommended by the Community Associations Institute that updates to reserve studies are prepared every three to five years."*

tion a board should provide is history of capital expenses. Keeping records of reserve fund expenditures, including project proposals, invoices, and maintenance records, is imperative. Documenting when projects are performed, the scope of work performed, and project costs will allow for a more accurate and complete reserve study.

### An Apple a Day Keeps the Doctor Away

Or how about — "A reserve study every three to five years keeps away the tears?" It is recommended by the Community Associations Institute that updates to reserve studies are prepared every three to five years. Many changes can occur within a community during that time; roads can be resurfaced, sidewalks can be repaired, roofs can be replaced. Influences beyond the community's control can also significantly affect funding practices; inflation, new construction technology, and new products are a few of these factors. An older association with a significant amount of repair and replacement activity may need to update its study annually.

CONTINUES ON PAGE 20

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## WELL FUNDED...

from page 18.

### Spend to Save

Taking care of a brand new car requires maintenance. Missing an oil change won't be the end of the world, but consistently neglecting what is essentially required to ensure a long lasting vehicle can lead to premature and often expensive engine repairs. The same can be said for a community's common elements. A comprehensive maintenance program, when regularly performed, can prolong the useful life of some significant common elements. For example, asphalt roadway maintenance including pothole repair, crack filling, and sealcoating will prevent accelerated deterioration of the asphalt, avoid premature replacement and increased construction costs when the roadway is resurfaced.

It is important that community boards not only focus on the immediate repairs and replacements, but take a step back and consider the projects within the entire thirty year scope of the reserve study. Spending the time, money, and effort now will prevent unexpected replacements and increased funding requirements down the road.

Comprehensive capital reserve studies are an integral part of successful financial management of community associations. Actions of the board of directors will influence how accurate and beneficial the reserve funding plan is for a community. A strong reserve study is reflective of a strong community and in turn, is reflective of a strong board. ■

## ATTENTION ALL CAI-NJ SEMINAR ATTENDEES:

### Please remember to keep your seminar completion certificates in a safe place.

These certificates are distributed at the end of each CAI-NJ seminar. This is proof that you attended and completed the seminar. You may need to reference the certificate in the future and CAI-NJ does not keep track of each member's attendance record. Community managers will definitely need the certificates to obtain credit for continuing education towards their designations.



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CAI-NJ PRE-CONFERENCE

# NETWORKING RECEPTION

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CAI-NJ held it's Pre-Conference Reception on Tuesday, October 17th on the trade-show floor at the New Jersey Convention and Expo Center sponsored by Hill Wallack LLP. Guests enjoyed open bar and a delicious spread of food while dancing the night away to the live band. Thanks to The Falcon Group who sponsored the Treasure Chest Contest, two lucky winners went home with \$250 cash each!

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**STEP UP  
RIGHT UP**

**CAI-NJ ANNUAL  
CONFERENCE & EXPO**

CAI-NJ held it's 2017 Annual Conference and Expo on Wednesday, October 18th at the New Jersey Convention and Expo Center in Edison. With record numbers, exhibitors and attendees participated in six education sessions and visited 169 booths at the largest expo floor to date in CAI-NJ history. Five lucky winners went home with \$1,000 each in the \$5,000 cash drawing.

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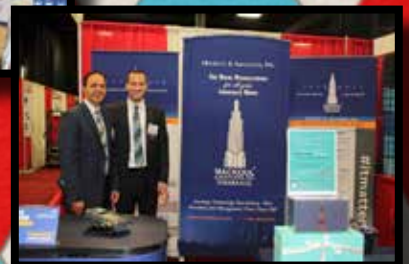
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**STEP UP  
RIGHT UP**





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# Effectively Utilizing MOBILE TECHNOLOGY to Enhance Community Engagement and Safety

By Adam Frumkin,  
Kipon, Inc.



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***Advancements in Mobile Technology combined with the significant increase in smartphone ownership and shift toward digital communication mediums creates an opportunity to substantially enhance the way we connect with the members of our community***

Efforts to improve the quality of life in our communities are most effective when they involve strong collaboration between management or leadership and the residents they serve. A major aspect of this partnership is the ability for residents (and visitors) to efficiently and effectively communicate their comments, questions or concerns directly Community Managers, Property Owners or HOA Associations. Information may include Security Concerns

(Community Watch), Common area Maintenance, Rules Violations or other safety issues. Residents and visitors are often the first to identify such issues or concerns.

Traditionally, residents have presented with a variety of ways to communicate, including visiting the office (if one exists), calling the management group or emailing the appropriate person or organization. Often times smaller communities do not have onsite management or have limited office hours which may not correspond to schedules of residents, thus making in-person communication impractical. Without an efficient and easy way to communicate many issues and concerns are not reported creating the potential for unhappy residents and even liability issues.

As we move more and more towards a digital society phone calls are becoming a less attractive to communicate. Millennials prefer electronic communication and instant

CONTINUES ON PAGE 34



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## **MOBILE TECHNOLOGY...**

from page 32.

gratification. Email is becoming more utilized, but it is not always efficient or practical. In addition to phone calls and email, many organizations have adopted social media as a regular part of our communications efforts. While social media can be very powerful for sending information out to many people at the same time, it is not very efficient to have a one-on-one conversation that may relate to sensitive or confidential matters. So once

*"The good news is that mobile technologies and Apps are being developed to provide an efficient and effective channel of communication."*

again we still dealt with many matters the old fashion way with phone calls and email.

The good news is that mobile technologies and Apps are being developed to provide an efficient and effective channel of communication. Over three-quarters of Americans (77%) now own a smartphone, with lower-income Americans and those ages 50 and older exhibiting a sharp uptick in ownership over the past year, according a Pew Research Center survey conducted in November 2016. And as anyone of us with teenagers and older children will tell you, no one like to make phone calls anymore.

*CONTINUES ON PAGE 36*

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**MOBILE TECHNOLOGY...**  
from page 34.

In order for a mobile platform to be effective it must provide significant value to both the resident (user) and the management of the community. Real Estate on a mobile device is becoming more and more precious and users are not inclined to add applications that they may only use on occasion or perhaps never, a concept known as "App Overload". For residents, apps must be easy to use, free to install and provide a positive user experience. For management companies, platforms must also be cost-effective, easy to deploy and manage as well as provide a positive user experience.

Some of the most important aspects

CONTINUES ON PAGE 38



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## MOBILE TECHNOLOGY...

from page 36.

of the user experience Include:

- Is the app easy to use?
- Are my concerns instantly sent to the appropriate person or group?
- Can I remain anonymous?
- Can I send pictures or Videos?

Concerns for management may include:

- Does the platform save time and money?
- Will it improve communications?
- Is the information received useful and pertinent?

One such example of a platform available today is Report It®. The Report It® app allows residents and visitors of a community to anonymous-



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ly and confidentially send a report to management about something they observe in the community. It is the equivalent of crowdsourcing information but only on a smaller scale. The app is free to download, supports all languages and simple to use. Users simply answer a few questions, provide comments and attached a picture or video. The reports also include a map and GPS data for the location of the incident. Appropriate organizations or individuals notified instantly when a new report is created and it can be viewed on a smartphone.

Report It® represents a new standard of technology that employs the concept of crowd sourced information. Crowd sourced information is very important and usually hard to obtain. By utilizing geo-location technology this group of apps can intelligently route comments and concerns directly to the appropriate parties. A single app can be a platform for multiple communities and organizations. As a person travels from one location to another the app connects them based upon GPS data.

After reviewing the report, management can instantly respond and forward the report to the appropriate people for follow up or resolutions. Report It® is a private and confidential social media platform that can be integrated into other social media platforms.

Reunion Resort, a 2,200-acre property in Central Florida has been successfully using Report It® since early 2016. When they first implemented the platform the concept of anonymity was a concern. Since residents were

CONTINUES ON PAGE 48



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# partnership PROGRAM 2018

Promote Your Business and Support NJ's Community Association Industry

## ABOUT THE PROGRAM

The 2018 Community Associations Institute New Jersey chapter Partnership Program offers our Business Partner and Management Company members exclusive perks and branding opportunities.

## 3 DIFFERENT LEVELS

The 2018 Partnership Program offers 3 different exclusive levels of participation, including Premier, Elite, and Ultimate levels. Each level was designed to offer specific benefits.

## WHY PARTICIPATE?

The Partnership Program provides cost effective, guaranteed exposure including enhanced advertising placements, increased brand recognition, and special acknowledgement on signage at events and CAI-NJ publications. Your company will receive cost effective, prominent exposure in New Jersey's community association industry exclusive to 2018 Partnership Program participants.





# 2018 PARTNERSHIP PROGRAM REGISTRATION FORM



## GENERAL INFORMATION: (PLEASE PRINT)

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

## 2018 PARTNERSHIP PROGRAM RATE:

- PREMIER** \$3,500
- ELITE** \$6,500
- ULTIMATE** \$10,000 (2017 Ultimate Partners only)
- I am interested in upgrading to **ULTIMATE PARTNERSHIP** if space becomes available

## BILLING PREFERENCE: (CHECK ONE)

- Annually  Semi-annually (CREDIT CARD ONLY)

## PAYMENT: (CHECK ONE)

- Check Enclosed for **FULL PAYMENT** (Made payable to CAI-NJ)
- Visa  Master Card  American Express  Discover

Credit Card Number: \_\_\_\_\_

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After initial payment, I give permission for the above to be charged June 1, 2018 (for semi-annual billing).

Card holder's Name: \_\_\_\_\_

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With my signature below I affirm that I am authorized to make the above commitment on my company's behalf. I have read and understand the benefits associated with this sponsorship and agree to pay in accordance with CAI-NJ payment terms. I understand that this form becomes a contract when signed.

Authorized Signature \_\_\_\_\_

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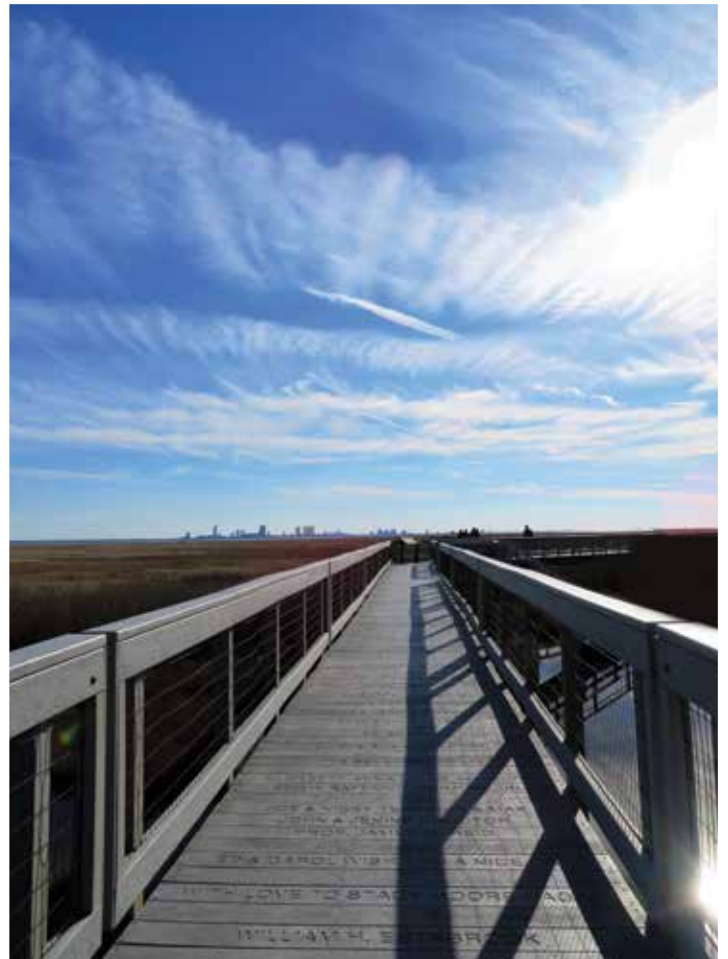
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# Congratulations to the 2017 SHOOT THE COVER Photo Contest Winners!

**1st Place**  
**JENYFRA L. NELSON**  
of Horizon Woods Landing

**Photo:** Forsythe Refuge, Brigantine and Galloway, New Jersey. A bridge of memorial planks juts out into marshland at Forsythe Refuge, where visitors enjoy great heron, egrets and other large birds, against a backdrop of the beautiful Atlantic City skyline.



**2nd Place**  
**RAY BARNES**  
of Associa Mid Atlantic, AAMC



**3rd Place**  
**JENYFRA L. NELSON**  
of Horizon Woods Landing





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## CREATE ENGAGING CONTENT

By Jessica Vail,  
Director — Marketing & Business Development,  
The Falcon Group



**W**e all know that social media and sharing informative content with our respective client base is imperative in today's business climate.

When people ask about content marketing they are always afraid that they will be sharing too much information or they will be giving away the recipe to the secret sauce. In the world of marketing, there is no such thing as "too much information." In fact, the more (useful) information you share; the better. The key to sharing information is to touch upon the client's concerns, needs and attitudes. However, such information can also be utilized in an educational manor. Educating your client base, teaching them something about your business that they can take away with them and feel as though they have something more to

contribute to the world, is the most satisfying way to share content.

### **What should you write about?**

Think about why your company provides rather than what they provide. Too often, we get in the habit of rattling off every capability instead of sharing the end-user benefits of that particular service. Always think in the mindset of your client. What are they looking for? What would they find interesting? What can we teach our client?

### **Watch the news!**

Has there been a recent story or hot button happening that pertains to your specific industry? Do a little research

CONTINUES ON PAGE 47



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## ENGAGING CONTENT...

from page 44.

and write a case study and provide your own professional analysis. This will allow your subscribers to feel connected to the world, your business and gives them the ability to learn something.

## You can 'share' content, too.

Don't be afraid to hit the share button when it comes to content. When we share an article or editorial we are really positioning ourselves to be viewed and relied upon as an industry expert. That's what we all want, right? ■

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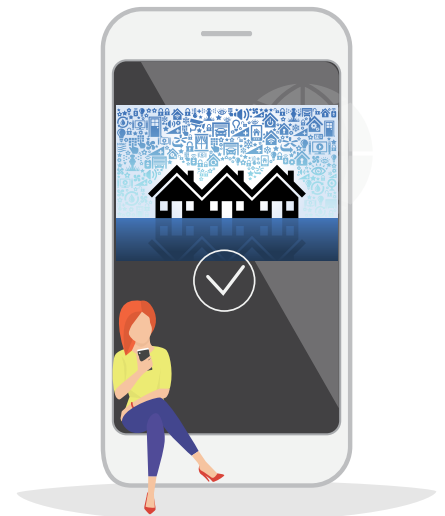
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## MOBILE TECHNOLOGY...

from page 39.

not required to be readily identified management was concerned that they would receive a fair amount of "junk" or "spam." The reports they have been receiving convey a genuine concern of issues that affect many residents.

They initially focused their efforts on three categories, Quality of Life, Common Area Maintenance and



*"We live in a world where information is available to everyone and people demand the ability to be quickly connected."*

Rules Violations. After becoming comfortable they added a direct line to the Security Department for Suspicious Activity Reporting. Since people who live and work in the community are more likely to notice changes in behavior or activity, it is important for them to engage with Security officers who need

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this community perspective to work more effectively and efficiently.

We live in a world where information is available to everyone and people demand the ability to be quickly connected. Prevention and early detection of problems are the responsibility of all members of the community and providing efficient and practical methods of communications can not only improve quality of life, but also lower costs and potentially reduce liability.

Recent advancements in Mobile Technologies combined with the significant increase in smartphone ownership creates an opportunity to substantially enhance community involvement in all aspects of daily life making community engagement programs more effective and less costly to administer. ■

## SPOTLIGHT ON SERVICE

With great respect for those who serve our country, the Editorial Committee of CAI-NJ is seeking spotlights on service members. This may include active, or inactive members of the United States Armed Forces.

Please take this opportunity to spotlight someone you know and help the CAI-NJ community recognize and thank them for their service to our country.

### Criteria

1. Must be a member of the United States Armed Forces, active, inactive or has served.
2. Must be either a:
  - a. Member of CAI-NJ (Manager, Board Member, Business Partner or Business Partner Employee)
  - b. A parent, spouse or child or a CAI-NJ member (classified above)
3. Must include 500 to 1,000 words about their service along with a photo

For questions or to submit a "Spotlight on Service" contact Jaclyn Olszewski at [jaclyn@cainj.org](mailto:jaclyn@cainj.org).

★ Submissions may be self-authored by service members or written on their behalf.



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#### CAI-NJ Educated Business Partners

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- Jack Eckhardt, *Supreme Metro Corporation, South Plainfield, NJ*
- Georgette Kyriacou, *FVH Associates, P.A., Toms River, NJ*
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*For information on how you or your employees can earn the Educated Business Partner distinction email [info@cainj.org](mailto:info@cainj.org).*



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CAI business partners are indispensable to the CAI family—nationally and locally. These

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We hope you'll consider CAI business partners whenever you need support. They are listed in chapter directories and at [www.caionline.org/info/provider](http://www.caionline.org/info/provider).

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## INSIDE CONNECTION...

from page 11.

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So please mark your calendar for Thursday, October 18, 2018. You won't want to miss all that we have in store for you. More information will be available shortly.

Your feedback is important to us. Please feel free to contact me at (609) 588-0030 or [angela@cainj.org](mailto:angela@cainj.org) with your ideas on what you would like to see incorporated in our 2018 trade-show. ■



Your requests  
are welcome...



Readers of *Community Trends* can ask the Editorial Committee of the magazine for their feedback about any issue facing the community association industry. The committee is made up of legal, insurance, engineering and property management professionals with a wealth of information and experience specific to community associations.

**Letters and e-mails should be directed to:**

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## Write for *Community Trends*<sup>®</sup>

CAI-NJ and the Editorial Committee are always looking for new articles to publish in *Community Trends*<sup>®</sup>.

If you are interested in submitting an article for possible inclusion in *Community Trends*<sup>®</sup>, please contact Jaclyn Oskierko at 609-588-0030 or [jaclyn@cainj.org](mailto:jaclyn@cainj.org).

View the guidelines for submitting an article at:  
[www.cainj.org/community-trends](http://www.cainj.org/community-trends)





(December 1, 2016 to October 31, 2017)

### One New Member

**RJ Anderson**

*Crestwood Village 6 Community Association*

**Kristie Bendick, CMCA**

*RMG, Regency Management Group, Inc., AAMC*

**Lysa Bergenfeld**

*Ansell Grimm & Aaron, PC*

**Patricia Clemente**

*Servpro of Freehold, Middletown, So. Jersey City / Bayonne*

**Meghan A Dirkes**

*Princeton Manor*

**Chip Hoever, CMCA, AMS, PCAM**

*Somerset Management Group, LLC*

**Lori A. Kenyon, CMCA, PCAM**

*Premier Management Associates, AAMC*

**Michelina Laforgia**

*Water's Edge at Point Pleasant*

**Christopher M. Nicosia, CMCA, AMS**

*Prime Management, Inc., AAMC*

**Karen P. Sackstein, CPA**

*Karen P. Sackstein, CPA*

**Mohammed Salyani, CPA**

*Wilkin & Guttenplan, P.C.*

**Edward San George, PCAM**

*Integra Management Corporation, AAMC*

### Two New Members

**Tracey Allen, CMCA, AMS**

**Donna M. Belkot, CMCA, AMS**

*Taylor Management Company, AAMC*

**Louis J. Curtis, CMCA, AMS, PCAM**

*Homestead Management Services, Inc., AAMC*

**James Magid, CMCA, LSM, PCAM**

*FirstService Residential, AAMC*

**Craig Thompson, CMCA, AMS**

*Comet Management*

### Three New Members

**Leonard Barber, CMCA, PCAM**

*Executive Property Management, AAMC*

**Marlene Costagliola**

*Executive House Condominium Association*

**Mila McDonough**

*Diversified Property Management*

**Tony Nardone, CMCA, AMS**

*Corner Property Management*

**Mary Faith Nugiel, AMS, PCAM**

*RCP Management Company, AAMC*

**Lawrence N. Sauer, CMCA, PCAM**

*Association Advisors*

### Five New Members

**Jean Bestafka**

*Renaissance Homeowners Association*

**Scott T. Dalley, CMCA, AMS, PCAM**

*Access Property Management, Inc., AAMC*

### Twelve New Members

**Denise Becker, CMCA, AMS, PCAM**

*Homestead Management Services, Inc., AAMC*





**CAI MEMBERSHIP APPLICATION**

Community Associations Institute, New Jersey Chapter  
 500 Harding Road  
 Freehold, NJ 07728  
 Phone: (609) 588-0030 Fax: (609) 588-0040  
 Web: www.cainj.org  
 Email: membership@cainj.org

**MEMBERSHIP CONTACT** (Where membership materials will be sent):

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Association/  
 Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (W) \_\_\_\_\_ (H) \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Select your Chapter: \_\_\_\_\_ NEW JERSEY

Recruiter Name/Co. Name: \_\_\_\_\_

**CATEGORY OF MEMBERSHIP: (Select one)**

- Homeowner Leader (HL) *Dues vary\**
- Manager \$132
- Management Company \$425
- Business Partner \$580

**PAYMENT METHOD:**

- Check made payable to CAI
- VISA
- MasterCard
- AMEX

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Important Tax Information: Under the provisions of section 1070(a) of the Revenue Act passed by Congress in 12/87, please note the following. Contributions or gifts to CAI are not tax-deductible as charitable contributions for federal income tax purposes. However, they may be deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. CAI estimates that the non-deductible portion of your dues is 2%. For specific guidelines concerning your particular tax situation, consult a tax professional. CAI's Federal ID number is 23-7392984. \$39 of annual membership dues is for your non-refundable subscription to *Common Ground*.

**Complete only the portion of the remainder of the application that applies to your category of membership.**

For CAI-NJ use only:

- \_\_\_\_ BP
- \_\_\_\_ CAVL
- \_\_\_\_ MGMT
- \_\_\_\_ MGR

**HOMEOWNER LEADER (HL):**

Billing Contact: (if different than Association Address on left):

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (W) \_\_\_\_\_ (H) \_\_\_\_\_

Fax: \_\_\_\_\_ (Cell) \_\_\_\_\_

E-Mail: \_\_\_\_\_

**\*TOTAL MEMBERSHIP DUES (as of October 2, 2017)**

- Individual Homeowner \$125
- 2 Homeowners \$230
- 3 - 15 Homeowners \$295

For more than 3 homeowners, please indicate below who should receive membership renewal information. Please attach additional paper if needed. Please contact CAI National Customer Service (888) 224-4321 for memberships exceeding 15 individuals.

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (W) \_\_\_\_\_ (H) \_\_\_\_\_

Fax: \_\_\_\_\_ (Cell) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (W) \_\_\_\_\_ (H) \_\_\_\_\_

Fax: \_\_\_\_\_ (Cell) \_\_\_\_\_

E-Mail: \_\_\_\_\_


**\*\*Total Membership Dues above include Advocacy Support Fee.**

**BUSINESS PARTNER:**

- Accountant
- Attorney
- Builder/Developer
- Insurance Provider
- Lender
- Real Estate Agent
- Supplier (landscaping, power washing, snow removal, etc)  
 Please specify: \_\_\_\_\_
- Technology Partner  
 Please specify: \_\_\_\_\_
- Other  
 Please specify: \_\_\_\_\_

**BUSINESS PARTNER AFFILIATE:**

Name of Primary Company Contact: \_\_\_\_\_



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Lori Manno

**Versailles Apartment Corporation**

Anthony Lacono

Leo Pagarigan

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**Windmill Club Association**

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**Jason Lerner**

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# ULTIMATE PARTNER Profile

## G&C Electronics



Courtesy CAI-NJ

When Kevin and Tara Oliver purchased G&C Electronics in 2007, the company had already established itself as a local leader in fire and security alarm technology. Founded in 1980 and entering its first partnership with a housing authority in 1987, G&C had been introducing tech like IP cameras and digital recording to managed communities years before its competitors. The start of Kevin's tenure as owner saw those efforts at remaining on the cutting edge of service and technology accelerate tenfold. In the last 10 years, G&C has expanded to offsite remote access control management, has become a leader in fire alarm code, and has grown into one of the top 5% security companies in the country. Their transformation continues to this day. Their partnerships with leading manufacturers, an expanding services roster, including IT managed services, and more signal that for G&C, the march towards the future is only just getting started.

### **What is your role in the organization? What is your background? How long have you been in the industry?**

As President and co-owner of G&C Electronics, Kevin J. Oliver brings over twenty years of experience with commercial fire, security and technology to the table. Over the years, his expertise has been instrumental in creating innovative, cost-effective security and access solutions for shopping centers, casinos, condo complexes, retail chains, property management companies, and more. In his two decades as

an entrepreneur, he has worked with organizations throughout the United States and abroad to find innovative solutions to his client's life safety and security needs. Kevin is joined by Vice President and co-owner Tara L. Oliver, whose deep experience in human resources and business management has become an instrumental part in putting together the responsive, client-focused staff the company boasts today.



Kevin Oliver

Courtesy CAI-NJ

### **Is there a specific project or program you would like to highlight?**

G&C Electronics has been providing IT managed services to its customers for the past two years. As IT based platforms and equipment become more prevalent for camera systems and access control, it became apparent to G&C Electronics that their clients were truly lacking a professional provider for IT services and support. Not only do these services provide the peace of mind that important documents and databases are being backed up on network servers, but they remove the hassle of clients needing to learn and navigate software, install updates, pay for licensing, and keep up on the health of their computer systems. All those tasks are handled by trained IT technicians



at the G&C Electronics facilities. By taking advantage of these managed IT services, customers can essentially have access to their own IT staff when needed.

The G&C Electronics IT Department and services have since grown with expanded remote IT services such as, regularly scheduled maintenance plans, malware (virus & spyware) removal and repair, network optimization and troubleshooting, file system maintenance, graphic, internet and system file optimization, temporary file cleaning, installation of Microsoft Critical, Security and Driver Updates, security program updates (anti-virus & anti-spyware), standard maintained tasks (defrag, scan disk, system file check), selective registry defragmentation, optimization and repair and internet and network security. G&C Electronics is always willing to help their customers any way they can to make their day easier so they have one less problem to worry about.

### **What might someone be surprised to learn about your company?**

In 2008, G&C Electronics became a female-owned business when Tara Oliver purchased a majority share in the company. This sets G&C apart not just because it puts the company among the 30% of businesses nationwide that are woman-owned, but because female ownership in the security industry is exceedingly rare. Her tenure has been an unqualified success, too. Since assuming majority shareholder status, Tara's leadership and background in human resources and business has been instrumental in the company's continued growth. G&C has quadrupled the size of its service fleet, greatly expanded its sales force, and more during Tara's tenure, making the company a model for both success and diversity.

### **Have you or your company received any recent awards or certifications?**

G&C Electronics is proud to be certified with the Fire Alarm, Burglar Alarm & Locksmith Advisory Committee, and in the last few years to have received recognition from such notable organizations as the National Burglar & Fire Alarm Association, the National Institute for Certification in Engineering Technologies, the American Society for Industrial Security, and the Building

Owners & Managers Association (BOMA). In the last several years, they have also become certified dealers for Potter, Genetec, and others. Earlier this year, G&C Electronics was recognized by CAI-NJ with two awards, including Business Partner of the Year, at their annual awards dinner and ceremony.



### **What trends do you see for the community association industry?**

G&C Electronics has always prided itself on bringing the latest security and technological advancements to their customers. As they look to 2018, these products will include advancing virtual guard technology that will provide increased security at gated communities that don't currently have guards or are looking to reduce costs. G&C Electronics has created its own video message board system that is an easy and simple way for property managers and business owners to get information out to residents and customers. It eliminates the increased cost of postage and the need to post flyers at every unit on their property. G&C Electronics can even host and manage the system.

"The community association industry will continue to embrace cutting edge technology, and we expect to see the use of the latest tech accelerate in the years to come thanks to the efforts of organizations like CAI. For reasons of safety, security, efficiency, convenience, and more, those in industry leadership positions are coming to recognize that today's communities require a modern approach to community management, and that such an approach improves life for everyone, both management and residents alike," Kevin Oliver said. "From home automation to the numerous benefits of gated access and much more, community associations are going to be at the forefront of modernizing the American household. The things once promised to us in science fiction novels will become reality, and the charge is going to be led by organizations like the Community Associations Institute. We're thrilled to be a part of those advancements." ■

*See the complete list of Ultimate Sponsors on page 2 of this issue.*



# ULTIMATE PARTNER Profile

Rezkom Enterprises Questions answered by Lauren Vadenais



Courtesy CAI-NJ.

**Please provide a brief history of your company. What is your role in the organization? What is your background? How long have you been in the industry?**

Since 1989, Rezkom Enterprises, Inc. has offered professional and comprehensive porter/janitorial, maintenance, and construction services to condominium, town-home, co-op, mid and high-rise, and homeowner associations throughout New Jersey. Our reputation as one of the largest and most respected building maintenance companies in New Jersey is known throughout the industry! For over 28 years we have been a property manager's best resource for building maintenance services.

Lauren Vadenais is Director of Business Development. She has been with Rezkom since 2014. Lauren is responsible for new business sales, customer retention and relations. Lauren also oversees all marketing efforts inclusive of advertisements, client outreach and social media page management. Prior to joining Rezkom, she was a Business

Developer for a successful restoration company and managed a luxury apartment community. She has worked in the multi-family industry throughout PA and NJ since 2009.

**Is there a specific project, program, product or service that you would like to highlight? Please describe.**

Rezkom is invested in establishing long-term relationships with our clients. We want to be their trusted advisor for all things maintenance and project related at their communities. We are especially proud of our dedication to assisting Communities develop and carry out pro-active and preventative maintenance plans. It is our goal to educate Board Members, Homeowners and Managers on the importance of working with all of their vendors to prioritize community projects and regular maintenance to extend the useful life of common elements in their communities.

We have had great success with a client in Red Bank, NJ. Together with the Board and Management, Rezkom





*“At Rezkom, we pride ourselves on building a strong company culture by investing our time in community interests including support of several agencies both inside and outside of the industry.”*

began an ongoing preventative maintenance plan to bring this aging community up to speed after years of focusing on reactive repairs only. This community of almost 1,000 homes trusted Rezkom to spend 2+ years working on repairing and replacing all damaged building members, in some cases rebuilding entire exterior walls and stairwells.

**What might someone be surprised to learn about your company?**

Rezkom CEO, Jim Rademacher, is committed to staying “ahead of the curve” in all aspects when it comes to the Community Association Industry. We are constantly looking for new ways to improve the experience for our clients and our employees. Rezkom has invested a lot of time evaluating our company practices to streamline processes on all fronts.

This year, due to business growth, we have brought on a record number of new employees. This presented us with a great opportunity to reassess our culture and employee retention practices. We revamped our new-hire orientation and training development to educate our staff on the company from all perspectives. This has proven to be successful in creating a greater sense of culture awareness and pride to our new employees.

**Describe any involvement that your organization has with community or charitable based programs?**

At Rezkom, we pride ourselves on building a strong company culture by investing our time in community interests including support of several agencies both inside and

outside of the industry. A couple of the groups that we regularly support include the Monmouth County SPCA, Interfaith Neighbors’ Holiday Adopt a Family Program, Special Olympics of NJ, Community Food Bank of NJ, Make a Wish Foundation and Helen’s Angels Breast Cancer Organization. Team Rezkom is always up for supporting these amazing organizations through any means needed, whether it be volunteering, fundraising or charitable contributions.

**Have you or your company received any recent awards or certifications?**

Rezkom has been an active partner in several industry association’s including CAI-NJ, CAI National and IREM Chapter 1. We have received awards including Business Partner of the Year (CAI-NJ), President’s Award (CAI-NJ), Friend of IREM (Chapter 1), Community Service Award (IREM Chapter 1), President’s Key Award (IREM Chapter 1).

Additionally, Rezkom has been honored to participate in several education seminars through CAI-NJ. One particularly rewarding opportunity was the chance to lead the certification class for the Educated Business Partner designation. This is a program developed by CAI National that was just brought to the NJ Chapter last year. Rezkom was chosen to proctor this education session as one of only a handful of existing Educated Business Partners in NJ. It is always motivating to share discussions with fellow members about best practices throughout our industry and how to make the most of your involvement. ■

*See the complete list of Ultimate Sponsors on page 2 of this issue.*





**A VERY**

**IMPORTANT DATE...**

NEW JERSEY CHAPTER

**community**  
ASSOCIATIONS INSTITUTE



**Annual Awards  
Dinner**

**Thursday,  
February 15, 2018**

**The Imperia, Somerset, NJ**

**WE ARE  
ALL A LITTLE MAD**





NEW JERSEY CHAPTER

**community**  
ASSOCIATIONS INSTITUTE

## **2018 Annual Awards Dinner CALL FOR NOMINATIONS NOW OPEN!**

Each year, the New Jersey chapter of Community Associations Institute celebrates excellence in the industry during the Annual Awards Dinner. The event will be held at The Imperia in Somerset, NJ. This year the event will take place on Thursday, February 15, 2018.

Nominations are now open for the following categories including the Candice Bladt Community Manager of the Year, the Committee of the Year, and the Committee Chair of the Year.

CAI-NJ and the Awards Committee are once again honoring the Board of the Year to be presented to a CAI-NJ member community association board. Please note, a minimum of three (3) homeowner leaders must be members of CAI-NJ to be eligible.

In order to be considered, nomination packets must be filled out completely with all required information and submitted to CAI-NJ no later than Friday, January 5, 2018. Nominations can be emailed to [jaclyn@cainj.org](mailto:jaclyn@cainj.org), faxed to 609-588-0040, or mailed to CAI-NJ, 500 Harding Road, Freehold, NJ 07728.

There is no limit to the number of nominations a person can submit, and self nominations are welcome. All award nominees must be members in good standing in CAI-NJ.

Enclosed are the official call for nominations entry forms, rules and instructions.

You can also download these forms on the website, [www.cainj.org/awards](http://www.cainj.org/awards).

For questions regarding this application, please contact Jaclyn Oskierko, Director of Events & Editorial at [jaclyn@cainj.org](mailto:jaclyn@cainj.org) or 609-588-0030.

**Deadline to submit nominations is Friday, January 5, 2018**

### **Nomination Contact Information**

Name: \_\_\_\_\_ Company/ Community: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**FORM CONTINUES ON THE NEXT PAGES.**

## Nomination Information

Please select the entry type from the four options below. Only one nomination per form will be accepted. Please use multiple forms when nominating for multiple categories.

### Nomination Category

Select Only One From Below.

Candice Bladt Community Manager of the Year

CAI-NJ Committee Chair of the Year

CAI-NJ Committee of the Year

Community Board of the Year

### Committee of the Year Options

If Nominating a Committee Please Check Off Only One From Below.

\_\_\_ Awards Committee

\_\_\_ Beach Party Committee

\_\_\_ Business Partner Committee

\_\_\_ CAVL Committee

\_\_\_ Conference & Expo Committee

\_\_\_ Editorial Committee

\_\_\_ F.A.S.T. Committee

\_\_\_ Golf Committee

\_\_\_ Legislative Action Committee

\_\_\_ Managers Committee

\_\_\_ Membership Committee

\_\_\_ CA- Political Action Committee

\_\_\_ Spring Break Committee

### Committee Chair of the Year Options

If Nominating a Committee Chair Please Check Off Only One From Below.

\_\_\_ Stephanie Wiegand, Esq. (Awards)

\_\_\_ Jessica Long (Beach Party)

\_\_\_ Maria Elena Solis CMCA, AMS (Business Partner)

\_\_\_ Steve Kroll (CAVL)

\_\_\_ Patricia McGlone, Esq. (Conference & Expo)

\_\_\_ Joe Chorba, CPA (Editorial)

\_\_\_ Lauren Vadenais (F.A.S.T.)

\_\_\_ Georgette Kyriacou (Golf)

\_\_\_ Christine F. Li, Esq. (LAC)

\_\_\_ Jeff Cirkus, CMCA, AMS, PCAM (Managers)

\_\_\_ Erika Befumo (Membership)

\_\_\_ James Rademacher (CA-PAC)

\_\_\_ Courtney Knox (Spring Break)

### Board of the Year & Candice Bladt Community Manager of the Year

If Nominating a Board or Manager Please Complete Information Below.

\_\_\_\_\_  
Nominated Manager or Board President Name

\_\_\_\_\_  
Company or Community Name

\_\_\_\_\_  
Nominee Email

\_\_\_\_\_  
Nominee Phone



## **Nomination Information**

Please fill in all information below. Incomplete applications will not be accepted. You may attach additional pages and other supporting documents to this application.

**What has this nominee done to earn this award?**

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**Please provide examples of what this nominee has done to support the goals and objectives of CAI-NJ.**

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**Please provide any additional information that supports your nomination.**

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**Nominate a Young Professional below for the “2017 Outstanding Young Professional Award” to be awarded at the 2018 Annual Awards Dinner, which will be held on Thursday, February 15, 2018 at The Imperia in Somerset.**



The F.A.S.T. committee is seeking to honor a young professional in our industry who gives without asking in return. We are asking for companies to nominate the young professionals on their team who they feel should be recognized for their efforts made in both their personal and professional life.

The nominated young professionals should meet the following criteria:

- Working in an aspect of the community association industry and member of CAI-NJ
- Under the age of 35
- Has gone above and beyond that which is expected of them personally and/or professionally

We are looking for someone who has made a difference in others' lives through volunteer work, self-sacrificing spirit, diligence, reliability, determination, follow through, etc. If you look at them and say “I’m Impressed” then nominate them for the “Young Professional of the Year” award.

Complete the information below and return it to [jaclyn@cainj.org](mailto:jaclyn@cainj.org), along with supporting documents including the following:

- One letter of recommendation from a supervisor
- One letter of recommendation from a co-worker
- Any additional documents that support the nomination



**All nominations must be submitted by Friday, January 5, 2018.**

Nominee Name: \_\_\_\_\_

Nominee Company: \_\_\_\_\_

Nominee Email: \_\_\_\_\_ Nominee Phone: \_\_\_\_\_



# IMPORTANT:

## Community Trends®

### Author/Article Submission Policies

Community Trends® is a monthly publication of the New Jersey Chapter of the Community Associations Institute (CAI-NJ). The purpose of this magazine is for the dissemination of informative and noteworthy information that is relevant to the lives of every person living in or working with community associations throughout New Jersey. Community Trends® should not be used to provide the kind of authoritative and comprehensive information that must be tailored to serve individual needs when legal, accounting or other professional advice is required.

CAI-NJ encourages interested persons to submit articles for consideration by the Editorial Committee. Publication in Community Trends® is a wonderful opportunity to write about an issue relevant to community associations, and the Editorial Committee will carefully review all submissions. When an article is published, the opinion of the author and accuracy of the facts presented in the article are not specifically endorsed by either CAI-NJ or the Editorial Committee. Neither CAI-NJ nor Community Trends® guarantees a placement of any submitted article, and any article can be rejected for any reason at any time by the Editorial Committee or CAI-NJ. All articles should be written in the third person.

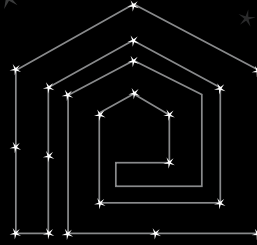
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- A. Temporary or permanent ineligibility from authoring articles for Community Trends®;
- B. Temporary or permanent ineligibility for membership on CAI-NJ Committees and Work Groups;
- C. Referral to CAI National for review and possible further sanctions; and/or,
- D. Suspension of any and all chapter privileges as determined by the Board.

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Community Trends®,  
Joseph Chorba, CPA,  
Editorial Chair

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from page 5.

that number one largest chapter yet!

And finally, as what will be one of my last requests as President of this chapter to you, genteel reader, I humbly request that you attend our 2018 Awards Dinner, which will be on February 15, 2018 at The Imperia in Somerset, NJ.

"Fare you well, fare you well  
I love you more than words can tell  
Listen to the river sing sweet songs  
To rock my soul."

Peace and Love,

**Denise**

*(Immediate Past-President  
in Waiting)*



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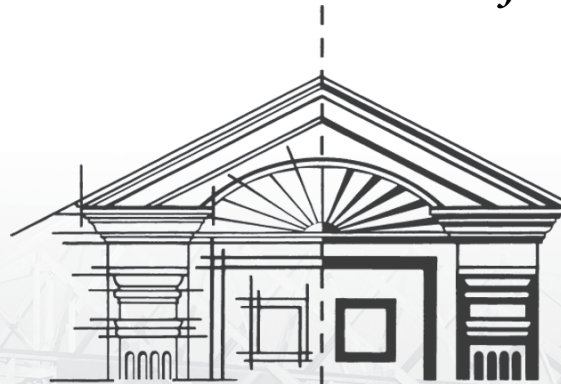
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## LEGISLATIVE UPDATE...

from page 9.

tion, at times energized us and, sometimes, tempered our enthusiasm. They literally and figuratively opened doors to legislators who came to support the causes of CAI-NJ and advanced the interests of community associations. LAC members met with legislators in Trenton and throughout the State. I learned a lot of lessons from both of them and came to realize that there is nothing "textbook" about how the process works. I am grateful for the support which Tim and Paul gave to me and to the LAC through the years.

I also thank Laura O'Connor and Larry Thomas, who attended our meetings and provided valuable insight

into how best to serve CAI's members, as well as providing continuity from month-to-month and year-to-year. And special thanks to Jackie Oskierko buoyed each month.

In January, 2018, George C. Greatrex, Jr., Esq., of Shivers, Gosnay & Greatrex, LLC, will take the helm of the LAC as its Chair. I wish George all the best and look forward to working with him as I continue as a member of the LAC. To the members of LAC who served alongside and supported me through the years, you have my deepest gratitude.

I wish everyone a calm and bright holiday season, and a happy and healthy 2018! ■

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