



Industry *insider*

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Straight Talk

A MESSAGE FROM OUR PRESIDENT



Welcome to 2007! In this first Industry Insider of the new year, we bring you an issue packed with useful information.

Check out the profile on Ercell Sherman, a valuable member of our executive team, and learn how our esteemed HR professionals can assist you in building your on-site community staff.

Also, as the new year gets under way, I want to bring to your attention to a change in the way we are processing community members' monthly association payments, in accordance with the federal government's Check Clearing for the 21st Century (Check 21) legislation.

Check 21 allows banks to process payments electronically, and to deliver substitute checks to financial institutions that want to continue to receive paper checks. In our case, information from the check sent with a homeowner's January HOA payment will be used to create an electronic debit to his or her bank account. The electronic debit that appears on a

monthly bank statement will be valid proof of payment.

Perhaps the biggest difference most people will notice is the electronic transaction will be processed much faster than a check – so it's important to have money in the bank account to compensate. Also, the check will not be returned to the homeowner with his or her account statement from the bank, since the transaction was processed as an electronic fund transfer, not as a check transaction. Once account numbers have been obtained for processing the initial conversion, the paper check will be destroyed and all future payments will be deducted directly from the member's bank account.

Residents may also opt out of this conversion by contacting their Community Manager. Questions? Please give us a call at **602-957-9191** or visit the following website, www.federalreserve.gov/pubs/check21/consumer_guide.htm#can.

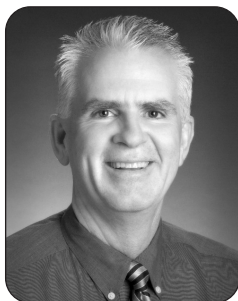
Here's to a happy and prosperous new year!

Amanda Shaw, President of AAM, LLC

Cornerstone of the Business

TEAM SPOTLIGHT

ERCELL SHERMAN



Ercell Sherman is a familiar face around AAM. Since joining the company in September 2000, he has served in a number of important, high-profile capacities, including a Community Manager, Vice President of Special Projects and, most recently, Executive Vice President/Chief Operating Officer.

In his current role, Ercell is charged with assisting AAM President Amanda Shaw in conducting the daily business of the state's premier community management company. "I get to implement processes to make us more effective," he says. Ercell also is responsible for overseeing the company's general strategic plan, as well as implementing training programs, property manager assignments and new legislation.

Ercell brings more than 20 years of community management experience to his position on AAM's executive team. Formerly the community manager at Anthem Arizona, he is well-versed in the management of large-scale master planned communities and also has experience overseeing age-restricted communities. Prior to joining AAM, Ercell was the general manager for several Sun Lakes communities.

He holds the CAAM designation through AACM.

An accomplished chef, outdoor enthusiast and self-taught pianist, Ercell says his favorite hobby is hanging out with his wife, three grown children and four beautiful granddaughters. Ercell is a third-generation Arizona native who now lives in Gilbert.

FAST FACTS

Let AAM's professional HR department help you staff your on-site community.

Our knowledgeable experts – **Nancy Larson, Executive Vice President; Deanna Ireland, HR Manager; Christy Fernandez, HR Coordinator;** and **Evelyn Snyder, Benefits Coordinator** – are adept at assisting our developer clients in finding the “right” people for a successful on-site team! The “right” on-site employee is an individual who is friendly, enthusiastic and enjoys being visible to the homeowners.

HERE'S WHAT WE PROVIDE:

Recruiting – Our resources run the gamut from broad national searches for “key” positions to localized searches for employees living a short commute away from your community.

Screening and interviewing – Initial screening is conducted by phone and followed up with personal, “behavior”-based interviews. Determining a candidate's future success on the job is directly related to past experiences. Our team knows which questions to ask.

Behavioral evaluations – We add objectivity to the selection

process with standardized behavioral (personality) testing known as the Predictive Index (PI). When performance on the job is “in line” with an individual's natural tendencies and strengths, success and job satisfaction are predictable.

Background screening – We perform thorough background checks by researching Social Security numbers, criminal court records and drivers license files.


Creating job descriptions – Our extensive experience helps you define your available staff positions, including:

- HOA Community Manager
- Community Standards Officer for Compliance/Architectural Process
- Communications Coordinator for Newsletters and Websites
- Lifestyles /Activities Director
- Recreation or Fitness Manager and Instructors
- General Maintenance
- Administrative Assistant
- Front Desk Staff/ Greeters / Weekend Monitors

Give us a call at **602-957-9191** today to see how we can help!




7740 N. 16th Street
Suite 300
Phoenix, AZ 85020


602.957.9191


602.957.8802


www.AAMAZ.com

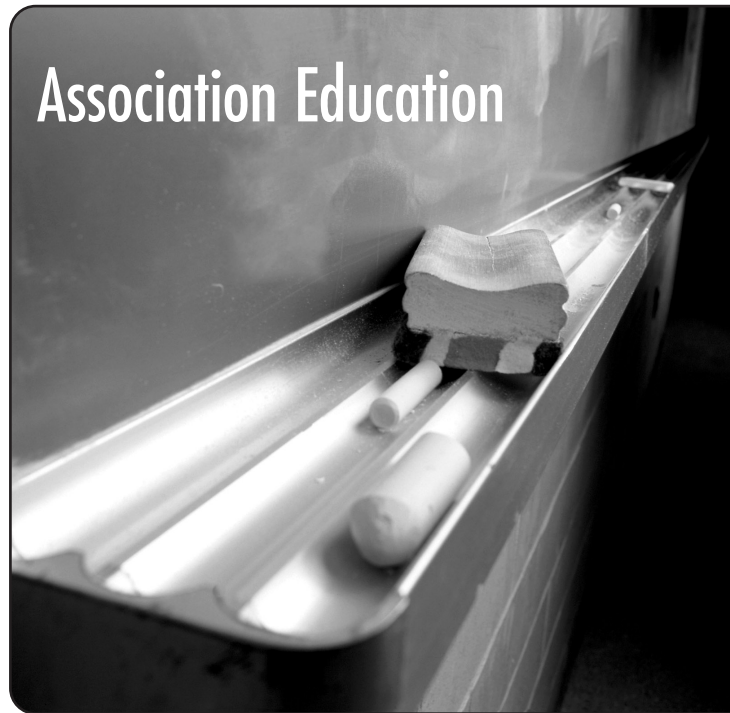
News You Can Use

You won't want to miss our upcoming Association education session on governing documents.

Governing documents -- including CC&Rs, bylaws, articles of incorporation, design guidelines, fines & collections policies and rules & regulations – are the foundations of a well-run community. Think of them as the playbook that help guide everyone toward the common goal of maintaining home values.

Our informative education session, scheduled for **10 a.m. to noon, Wednesday, April 11 at our Phoenix office**, will help you understand the finer points of these important documents and their ongoing need for enforcement. To reserve your seat, please contact **Gina Jerome** at gjerome@aamaz.com or **602-288-2675**.

Association Education



Industry Insider