



Industry *insider*

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A MESSAGE FROM OUR PRESIDENT



AMANDA SHAW
President of AAM

Resolutions... 2009

Given the flood of negative news we hear these days, and with predictions of more to come in the next several months, AAM has made its corporate resolutions for 2009 with a focus on creating positive experiences for our staff, which we believe will also benefit our clients and our communities during these tough economic times.

Our first resolution is to continue to support those in need by giving to those less fortunate than ourselves or to the organizations that help them. Many of you know that AAM has historically contributed to many Arizona non-profit organizations that provide vital services to our state. Some of those organizations include Area Agency on Aging, Child Crisis Center, Phoenix Children's Hospital, Arizona Animal Welfare League, Florence Crittenton Services of Arizona, Gabriel's Angels and most recently Free Arts of Arizona. We have committed to a continuation of providing support to these types of organizations in 2009, as they need us now more than ever.

Our second resolution is to continue to support our communities through volunteerism. AAM's employees have organized and participated in several clean up days within the communities we manage to help alleviate the effects of the current market on their common areas and foreclosed lots. These events have proven to be both inspiring and motivating, not only to our employees but also to our homeowners who participate with us. Due to the

overwhelming appreciation from these efforts, and as a way to keep the momentum going, AAM has developed a Volunteer Appreciation Program to recognize the AAM employees who participate in these events and who continue to give up their valuable weekend time for the benefit of our communities and our homeowners.

Our third resolution is to continue our Process Improvement Program, which was very successful in 2008. The purpose of the program is to reward our employees for developing process improvements that enable us to work better, faster and at less cost. While we and our clients are all doing our best to weather this economic storm, we are also doing all we can to minimize our overhead while still providing the best service to you and to our communities. Since July 2008, AAM's employees have submitted 22 process improvements, of which 13 have been fully implemented. It has been wonderful to see our employees embrace this program and put forth the extra time and effort that will ultimately benefit our clients and our communities.

Lastly, everyone at AAM is committed to providing the support our clients need, given their own staffing changes, and are eager to help you in any way you need. Please let us know what we can do to help you!

Cornerstones of the Business

TEAM SPOTLIGHT SCOTT SWANSON



As Vice President of Information Technology, Scott Swanson is on the front lines, making sure AAM is up to date with the latest advancements to best serve clients and employees.

In a broad sense, his job responsibility involves overseeing a six-person staff that manages the company's extensive computer network and telephone system as well as AAM's records department and mailroom. But what many may not realize, Swanson's department also is hard at work making sure AAM's clients are equipped with technology to run their communities, too.

"We set up the computer and phone systems for our new master-planned community clients," he said. "And if the master-planned community has a need for a point-of-sales system for activities or food and beverage, we will assist in the installation for that, as well, and consult for the best fit within their community."

For Swanson, his job is all about building networks, whether it be between computers, or between AAM and its clients.

In his spare time, Swanson, who lives in Phoenix with his wife and daughter, enjoys mountain biking.

Did You Know **ADDITIONAL BANKING OPTION**

Did you know that recent changes in the banking industry will provide our builder/ developer clients and Association boards with additional options when it comes to choosing a banking institution with which to do business?

When the parent company of Community Association Bank, or 1st National Bank, was taken over by the FDIC on July 25, 2008, all deposits, including Association bank accounts, were purchased by Mutual of Omaha Bank. Mutual of Omaha Bank is a subsidiary of Mutual of Omaha, a very large, well-capitalized 99-year-old insurance company.

Since then, the Federal Deposit Insurance Corporation (FDIC) has increased depository insurance per institution from \$100,000 to \$250,000. To provide coverage for those deposits in excess of \$250,000, Mutual of Omaha Bank has secured a line of credit with Federal Home Loan Bank to protect depository funds in excess of \$250,000 up to \$5,000,000. This allows AAM the ability to request a letter of protection from Federal Home Loan Bank for its managed Associations' accounts, if needed, depending on the balances in those accounts.

continued below


TWITTER UPDATE

Did you know that AAM has entered the world of social media with its very own Twitter account? Twitter is the latest way for people and businesses to stay connected through the exchange of quick, frequent "tweets," or 140-character updates.

Follow us online at <http://twitter.com/AAMHOAtips> for valuable HOA tips and information.




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News You Can Use: **BOARD TRAINING**

Mark your calendars now and plan to attend our first Developer Training of 2009. It's never too early to plan for success, and you won't believe the tremendous amount of valuable industry information we manage to pack into each and every meeting!

TOPIC:	Market Impact on Association Operations – Tips on How to Weather the Storm
DATE:	Feb. 11, 2009
TIME:	9 a.m. - 11 a.m.
PLACE:	AAM Corporate, 7740 N. 16th St., Ste. 300, Phoenix

Continental breakfast and coffee will be served.

Please RSVP to **Gina Beverly** at gbeverly@AAMAZ.com or **602-288-2675**.

Did You Know continued

AAM has also established a relationship with U.S. Bank so that we can offer our communities another choice in banking. U.S. Bank provides banking services similar to those now provided by Mutual of Omaha Bank. U.S. Bank is the 6th largest commercial bank in the country, with \$247 billion in assets and \$21 billion in equity. It has had an HOA division for 23 years and is, therefore, very familiar with our industry.

Please feel free to contact AAM's CFO, **Kevin DeBolske**, at **(602) 288-2604** or kdebolske@AAMAZ.com if you would like more information regarding U.S. Bank or if you would be interested in making a change from Mutual of Omaha Bank to U.S. Bank.

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