



# Industry *insider*

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## A MESSAGE FROM OUR PRESIDENT



**AMANDA SHAW**  
*President of AAM*

## AAM Volunteer Recognition Program

For more than 19 years, AAM has been dedicated to giving back to our community through participation in charitable organizations that specifically benefit Arizona. This year, we have taken our spirit of giving to a new level with the creation of a Volunteer Recognition Program that rewards and recognizes employees who also give back to those in need.

The idea for our new program grew from AAM's facilitation and participation in several "clean up" days in 2008 organized on behalf of communities we manage that have been affected by the downturn in the economy. We had some great team-building experiences working together with homeowners, landscape maintenance companies and other volunteer groups. Together, we pulled dense tumbleweeds from common areas, trimmed trees and shrubs and cleaned weeds and debris from the front yards of foreclosed homes. We all felt a tremendous amount of accomplishment as we worked side by side. The gratitude from the homeowners was overwhelming.

So far in 2009, AAM has already scheduled four community clean up days on Saturdays in March and April specifically for communities we manage. We have also signed up to help sponsor and participate in an April 18th neighborhood clean up day organized by the City of Surprise. Based on requests from our

community managers, we hope to have an additional four days scheduled before we get to the summer months. Each of our employees who participates in the clean up days will receive special recognition during our All-Employee Meeting in December and one employee will be selected as the AAM Volunteer of the Year. AAM will make a donation to the employee's charity of choice or to a family member in need.

We did not want to limit the program to participation solely in community clean up days, so the program also provides similar recognition to those employees who volunteer their time with charitable organizations such as Boys and Girls Clubs, Arizona Animal Welfare League, Ronald McDonald House, Free Arts of Arizona and Habitat for Humanity. We have created a special page on our company Intranet site that lists organizations such as these and others for which our employees already donate hours of their time. We provide contact information and opportunities on our Intranet page to sign up so that employees can join other employees and do not necessarily have to volunteer alone – two is always better than one! The hours donated to these organizations will be added to clean up day volunteer hours, giving each employee additional ways to reach the goal of Volunteer of the Year.

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## TEAM SPOTLIGHT

**KIM OLSON**  
*VP Business Development*



Kim Olson has seen the HOA industry from almost every angle. Her first experience came while working in the late 1990s for a Valley homebuilder. She later moved on to holding board positions on Declarant-controlled communities and setting up

Associations from the developer side.

It's this type of experience that makes her such a valuable asset to the AAM clients she comes in contact with in her new position as Vice President of Business Development.

"My responsibilities include reviewing community documents for our clients, as well as working with the Boards of Directors during the Declarant-controlled period," said Olson, who also supervises the Development Services division, encompassing the Marketing, Business Development and Builder Billing departments.

## Cornerstones of the Business

Olson joined AAM in February 2007 and served as a Document Specialist and Director of Development Services prior to being promoted in January. Her interaction with Declarant boards includes attending regular meetings with them to insure they are kept updated on their communities as well as assisting them with their documents as needed. As the point of contact for questions from Declarant boards, developers and builders, she is skilled at providing the direction they need.

"I enjoy the interaction with our clients," said Olson. "I love digging into the community's documents to find answers. Every day is a new challenge!"

Olson is married, and between her and her husband, they have four daughters and two granddaughters. The couple, who live in Arrowhead Ranch in Glendale, enjoy hiking, and spend most weekends exploring the trails of the Thunderbird Conservation Park near their home.

# Did You Know **TRAINING WEBINARS**


Did you know AAM is now offering a webinar option for all Developer Training courses?

If you're a developer who lives in an outlying community – OR one who is looking to conserve both time and gas -- you'll be happy to know that rather than driving to our corporate headquarters in Phoenix, you can participate in our live training sessions via phone and computer.

The next training session is scheduled for May 13, 2009, from 9 a.m. – 11 a.m., and will cover Enforcement, Architecturals and Self-Help. Hope you can join us, one way or another! Attend in-person or via webinar. Please contact **Gina Beverly** at [gbeverly@AAMAZ.com](mailto:gbeverly@AAMAZ.com) or **602-288-2675** for RSVPs and webinar instructions.



  
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## News You Can Use: **DEVELOPER TRAINING**

Mark your calendars now and plan to attend our next Developer Training session. 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!

<b>TOPIC:</b>	<b>Enforcement, Architecturals and Self-Help</b>
<b>DATE:</b>	May 13, 2009
<b>TIME:</b>	9 a.m. - 11 a.m.
<b>PLACE:</b>	AAM Corporate, 7740 N. 16th St., Ste. 300, Phoenix

Attend in-person or via webinar. Please contact **Gina Beverly** at [gbeverly@AAMAZ.com](mailto:gbeverly@AAMAZ.com) or **602-288-2675** for RSVPs and webinar instructions.

### *A Message From Our President continued*

In addition to individual employee recognition, AAM has also set a 2009 company goal of 1,000 volunteer hours which, if reached, will also result in special recognition for all of our employees! I am certain that the remaining months in 2009 will be very busy, but also very fulfilling for AAM and its employees. If you have a charitable organization that is special to you that needs some really special volunteers, contact AAM's Marketing/PR Coordinator **Gina Beverly** at [gbeverly@aamaz.com](mailto:gbeverly@aamaz.com) and we will add your charity to our Intranet page.

*Industry Insider*  
An invaluable HOA information resource  
for residential builders and developers