



# Industry *insider*

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## A MESSAGE FROM OUR PRESIDENT



**AMANDA SHAW**  
*President of AAM*

## Energy Management Module

The worst of the hot weather may finally be behind us, but that doesn't mean we at AAM can relax our efforts to help our Boards keep a better handle on their Association's utility costs. Quite the contrary!

Recently, AAM purchased a software program called the Energy Management Module from Jenark (the company that provides the software AAM uses for all of its database and accounting needs). This module allows our Accounts Payable staff the ability to input into a database each of our communities' meter/account numbers, water, gas and electric consumption and applicable invoice amounts, so that costs and usage can be tracked by meter. We can then provide Board members and managers with reports that include graphic representations of unusual activity, such as spikes in water usage, that can be noted and investigated.

As months and years go by, our Boards and managers will have a historical chart of utility costs and usage in an effort to prevent cost overruns due to undetected leaks, errors in billing and possible issues with irrigation system management.

We understand that for many of our communities, utility costs consume a significant part of their budgets. It is for this reason, and to help our communities better manage these costs, that AAM made the investment in this very worthwhile software tool. For further questions regarding the Energy Management Module, feel free to contact either **Adam Escobar** at [aescobar@AAMAZ.com](mailto:aescobar@AAMAZ.com) or **Kelly Thomas** at [kthomas@AAMAZ.com](mailto:kthomas@AAMAZ.com).

## TEAM SPOTLIGHT

**JUSTIN SPALDING**  
*Financial Analyst*



AAM Financial Analyst Justin Spalding uses these wise words as his professional guiding light: "There are a lot of ordinary employees; it takes preparation, hard work and learning from your failures to be extraordinary."

Here's a prime example of how he puts this credo into action. Spalding, a Tulane University finance graduate who joined the AAM team in June 2006, primarily is responsible for analyzing AAM's financial data and reporting his findings to executive management and the board of directors. He also prepares start-up budgets for new communities.

But more recently, Spalding has taken on a new set of duties. "I've taken the knowledge I've gained working

on AAM's long-term forecast and applied that to our builder clients, helping them to develop a multi-year forecast tool for their communities." The long-term, multi-year cash flow forecasts help builders project their subsidy needs for their HOAs.

Outside the office, Spalding spends his spare time fiddling around with software program Excel for "fun" and reading about economics and public policy. The self-described techno-geek also enjoys playing computer and video games.

Spalding lives in Scottsdale with his wife, Jessie, and 5-month-old daughter, Elliot Rose. He moved to Arizona four years ago from Dallas, Texas after losing a bet with his wife to decide where they would live.

## Did You Know **AAM 20th ANNIVERSARY**

Did you know that AAM will celebrate a major milestone in December? The company that Laura Ziff launched on Dec. 27, 1990, will enter its 20th year in business!

"We're very excited," said Ziff, who opened the doors with little more than a tiny executive office suite and a vision to raise the bar for community management in terms of integrity, professionalism and credibility. "The fact that we've retained our clients for so long is a testament to the need that existed and the fact that we've accomplished what we set out to do."

Company employees are planning more than a year's worth of activities to celebrate and to say thank you to the clients and employees who helped contribute to AAM's success.

*Continued on back*

*Did You Know continued*


Here are a few fun facts that illustrate just how far AAM has come in 20 years:

	THEN	NOW
<b>NO. OF EMPLOYEES:</b>	1	230
<b>NO. OF HOMES/LOTS:</b>	119	210,476
<b>NO. OF COMMUNITIES:</b>	1	323
<b>NO. OF OFFICES:</b>	1	6
<b>OFFICE SPACE:</b>	100 sq. ft.	40,000 sq. ft. in six different locations
<b>TECHNOLOGY:</b>	1 desk computer	15-person IT Dept.
<b>ACCOUNTING:</b>	Hired friend to do it	50+ person Accounting Dept.
<b>COMMUNITY MANAGERS:</b>	1 (Ziff)	70+ Community Managers.



"Community Planning Specialists"



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

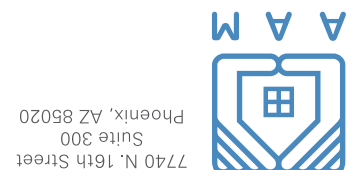
Did you know that AAM's Developer Training sessions are designed to load your operational tool belt with all the knowledge you need to run more a more successful community? Mark your calendars now and plan to attend our next seminar. You won't believe the tremendous amount of valuable industry information we manage to pack into each and every meeting!

<b>TOPIC:</b>	<b>Start-Up Through Transition Tips, and the Importance of Communication</b>
<b>DATE:</b>	November 11, 2009
<b>TIME:</b>	9 a.m. - 11 a.m.
<b>PLACE:</b>	AAM Corporate, 7740 N. 16th St., Ste. 300, Phoenix or via Webinar

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

*Continental breakfast and coffee will be served.*

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



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