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The logo features a stylized blue and yellow icon of three houses or people under a curved line, positioned above the text.

SPRING
2022

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PRESIDENT'S LETTER

BY: ADRIENNE PETTY,
CMCA, AMS, PCAM



Dear Heartland Chapter!

Happy Spring, everyone. We hope this newsletter finds you all well. It seems like 2022 has brought us back to full speed with lots of getting back to life as we knew it before Covid. I am sure everyone is busy as we approach summer and pool season! But do not forget it's during these busy times that we need each other the most. Make sure to reach out to the wonderful members of our chapter for assistance in making your community a great place to live and making the best out of this year's repair season.

Joining us for our CAI events as we get into the busy season is a terrific way to reboot and unwind. We would like to thank all of those that joined us for our 2nd Annual Trivia night. If we did not see you this time do not miss out next year. We also have other wonderful events coming up that we would love to have you attend like the managers reception and the golf tournament. Do not forget to check that calendar of events and make sure to set some time aside to join us.

In addition to the year being in full swing it is also CAI National Conference time. National Conference is a wonderful event that brings our industry together once a year on a national level. This year it is being held in Orlando Florida and looks to be nothing short of a blast. To top it off this year is another big year for the Heartland Chapter! I am proud to say that the Heartland Chapter is the recipient of multiple awards. We have done it again and our chapter is bringing home a whopping FIVE (5) awards for 2022. We have received accolades in the following:

- Launch of the Diamond Sponsor submission in the **Chapter Operations & Sustainability** category
- 1st Trade Show/Expo in Kansas City submission in the **Leadership** category
- Winter is Coming...Fannie Mae Changes Effective 1/01/2022 submission in the **Public Affairs** category
- Heart2Heart Interview with CAI Heartland submission in the **Out of the Box** category

- **Best Net Retention** (91.72%) award for a medium chapter

I would again like to thank all the volunteers that helped make this possible for our chapter. Your continued commitment and initiative continue to help our market and help us to stand out among our peers.

As exciting as it is for the chapter to be bringing home so many awards the most wonderful news of all is that our very own Cathy Roth-Johnson has been selected to receive the CED of the Year Award. Cathy was not only nominated but received several nominations from both chapter members and her CED peers across the country. Cathy continues to shine as she makes our chapter excel, faces new challenges, and stands out as a resource on both a National and local level. Cathy continues to stay involved and go above and beyond making her an influential member of CAI. We are so proud of you Cathy! Please join me in congratulating and thanking Cathy for all she does and her continued service to the Heartland Chapter. Cheers to you Cathy, well done!



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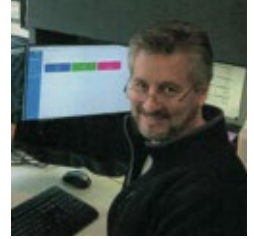
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SIDEWALKS: PROVIDING SAFETY AND ECONOMIC VALUE TO YOUR COMMUNITY

**WRITTEN BY: MARK BONKOWSKI,
PRESIDENT, PRECISION CONCRETE CUTTING**



Sidewalks are an essential part of our communities; they are public spaces that promote the health, safety, and social interaction of residents in which they serve. In addition to being a nod to the culture and sophistication of communities, sidewalks are raising property values. If you are not familiar with “Walk Score” or “Walkability” rankings, you will be soon.

The physical necessity of sidewalks is clear from a compliance and safety standpoint, “Sidewalks play an important role in transportation, as they provide a safe path for people to walk along that is separated from the motorized traffic.” Compliance really came to be with The Americans with Disabilities Act (ADA), passed in 1990, which set out to assure that people can be mobile and traverse sidewalks without barriers and reduce the risk of trips and falls. Even though it was adopted in the 90’s, most communities are still trying to upgrade sidewalk infrastructure to be compliant. ADA compliance is for everyone; evident to most of us, personally, as we age.

Sidewalk compliance and safety should be a given for your community. However, today our sidewalks and pedestrian walkways reflect the progressiveness of a community and its leaders. A walkable community is important to our seniors, youth, and everyone in-between. The sidewalks are infrastructure that promotes social connectivity, health maintenance and even economic growth. The real estate industry has taken note of this, using the term “walkability” to incorporate the value of quality sidewalks with the sale of homes in your communities.

Zillow Real Estate (Zillow.com) added the “Walk Score” ranking to their listings to help buyers make choices based on walkability:

“Walkability is a measure of how friendly an area is to walking. Walkability has health, environmental, and economic benefits. Factors influencing walkability include the presence or absence and quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use

patterns, building accessibility, and safety, among others. Walkability is an important concept in sustainable urban design.”

Walk Score, originally launched in July of 2007, uses an algorithm that awards points based on the distance to the closest amenities to determine the walkability of an individual home. For buyers, this provides a way to gauge how walker friendly a home is. For sellers, they must consider the conditions of sidewalks around them when pricing and marketing their home. A visit to www.walkscore.com will allow you to see how properties in your community rank. The walk score has a significant impact on the value of homes; every point on the walk score increases the value of a home by almost 1%. Buyers are clearly willing to pay more for properties that have higher walkability rankings.

To move your community forward with walkability you need a program to assure quality walkways. A good sidewalk program typically contains four components: Where you start, how you gather information, how and who performs repairs, and where to go with the data and asset information on your walkway maintenance program.

1. **APPROACH:** Your Association may feel overwhelmed with the number of sidewalks you have to repair. It’s best to start with and determine how you will fund the program.
2. **ASSESSMENT:** The first step in assessing the state of your sidewalks is knowing what you have. Map out high traffic areas and areas of special needs. These will provide guidance on where to start assessing the state of your current sidewalks as well as what needs to be done to bring them into compliance. From there, perform field surveys to identify specific locations of noncompliance with your municipalities’ specifications and or ADA requirements.
3. **REPAIR:** There are sidewalk repair/maintenance solutions beyond demolishing and replacing

that should be considered. The alternatives to replacement will allow you to maximize the budget in a focus area. This budget and repair solution can later be expanded and extrapolated to the rest of your community when you determine what works best for you. There are numerous options available for repairing your sidewalks including grinding, mud-jacking, patching, and saw cutting. When considering which option is best for you, it is important to keep in mind cost per area, aesthetics, compliance, and time, as well as the overall cost of repair. Shutting down sidewalks for long periods of time or producing slurry that contaminate Storm sewers are hidden indirect costs not factored into bids for traditional sidewalk repair methods.

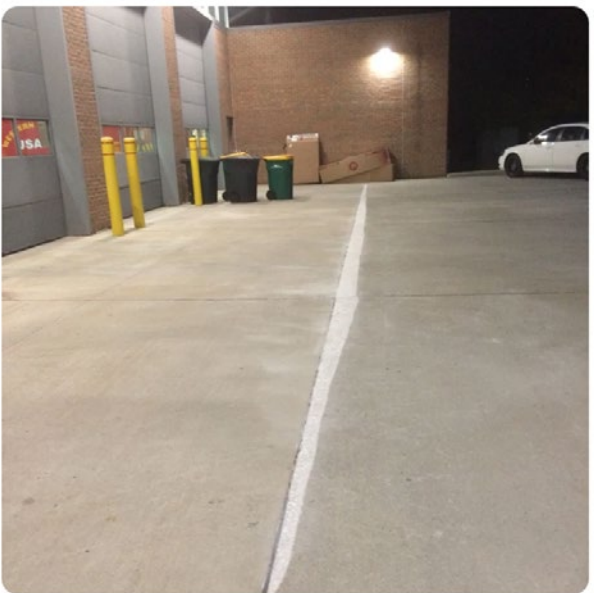


- 4. DATA MANAGEMENT: Data management is often overlooked when choosing a sidewalk repair program. Knowing what to repair, when it was repaired, and where the repairs were done is important in maximizing the effectiveness of your program and assuring budget compliance. Good data management typically involves GPS mapping, readability and easy access to data.

As the seasons warm and citizens become more active, your walkway traffic will increase. Making sure sidewalks are walkable and well-maintained is an important part of your infrastructure by which you are judged every day. When available and properly maintained, quality walkways will increase the health, welfare, and the value of the communities they serve.



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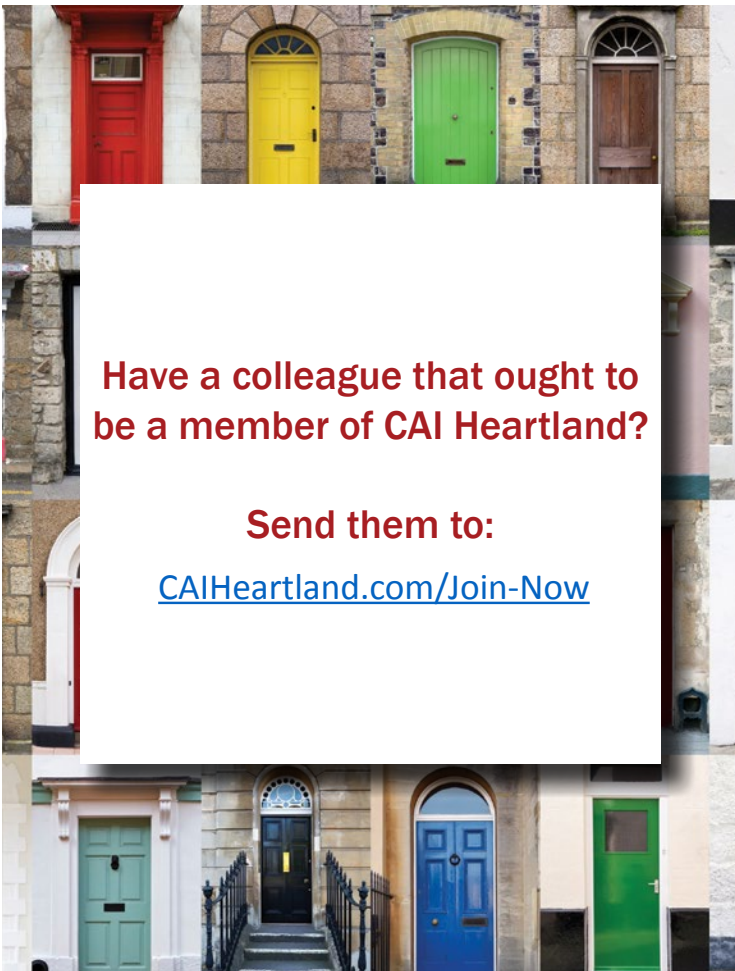


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MISSION DRIVEN: CAI'S TOM SKIBA REFLECTS ON 20 YEARS OF LEADERSHIP

WRITTEN BY: KIARA CANDELARIA

Twenty years ago, there were approximately 240,000 community associations in the U.S. and about 48 million Americans living within them, according to estimates from the Foundation for Community Association Research. With common interest communities experiencing steady growth both domestically and worldwide, CAI had to maintain pace with the rapidly evolving needs of its present and future members.

It was in this changing landscape that Tom Skiba, CAE, became CAI's chief executive officer in 2002. Coming from a consulting background where he advised nonprofit organizations, government entities, and private businesses, Skiba was positioned to deliver the expertise to guide CAI's [education programs](#), advocacy efforts, and membership expansion into the future.

CAI's membership has grown from 16,500 to more than 42,000 during Skiba's tenure. Today, there are approximately 74.1 million Americans living in 355,000 community associations.

To mark 20 years with CAI on April 22, Skiba shared his insights on the challenges and opportunities for the community association housing model and what the future holds for the organization.

What's been the biggest change for communities over the past 20 years?

One that has had the greatest impact is the increased complexity of the legislative and regulatory environment. Every year, we track thousands of pieces of legislation at the local, state, and federal levels that could potentially impact our members. This ever-changing landscape is a challenge to communities and their boards, community managers, attorneys, and others.

What's the biggest challenge community associations face today?

Boards face increased pressure to deliver high-quality living environments in an ever more complex world. While residents' expectations continue to



Tom Skiba, CAE, CAI's chief executive officer, speaks to attendees at the 2019 CAI Annual Conference and Exposition: Community NOW, in Orlando, Fla. (Photo by Brian Adams)


grow, pressure to keep costs down is increasing. This results in a fundamental disconnect between expectations and resources. Boards, managers, and business partners walk a fine line to meet community expectations within a framework of constrained resources.

How can CAI improve the experience of members?

There are always opportunities for us to provide our members with enhanced and expanded resources as well as new tools that can help homeowner leaders, community managers, and business partners be successful and, ultimately, help the communities that they serve be successful. We can be a true global force for our industry with all the resource development we do, but just as importantly, [we can bring people together](#) from around the world to share experiences and to learn from one another.

What's been the most rewarding experience for you at CAI?

While I am very proud of our organization and all the things that we have accomplished, the most personally rewarding element has been the people: the members I have met; the staff whom I have had the honor to work with; the tremendous volunteer leaders who have given their time to make our organization and industry better; and the many friends that I have made along the way.

>> Read more about [Tom Skiba and his 20 years](#) with CAI in CAI's *Common Ground* magazine. 



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CAI Heartland Calendar

2022

May 18 **Deal or No Deal...Claim or No Claim**
11 a.m. – 1 p.m. at The Lodge in Des Peres, IN PERSON

Jun 01 **Annual Manager Appreciation Reception in St. Louis**
4 – 6 p.m. at Spazio's in Westport, IN PERSON

Jun 23 **Annual Manager Appreciation Reception in Kansas City**
4 – 6 p.m. at Grand Street Cafe, IN PERSON

Jul 13 **Task Management**
11 a.m. – 1 p.m., WEBINAR

Aug 03 **Graceful Evolution: How to Deal with Different Generations**
11 a.m. – 1 p.m. at The Lodge in Des Peres, IN PERSON

Aug 16 **Annual Condo-HOA Conference & Expo STL**
4 – 7 p.m. at Sheraton Chalet Hotel in Westport, IN PERSON

Sep 07 **DISC Profile**
11 a.m. – 2 p.m. at The Lodge in Des Peres, IN PERSON

Sep 14 **Meet the Manager Event**
3 – 6 p.m. at Sheraton Chalet Hotel in Westport, IN PERSON

Oct 10 **Annual Golf Tournament**
Registration at 8:30 a.m. at Lake Forest Country Club, IN PERSON

Nov 02 **Legal Symposium**
1 – 4 p.m. at Sheraton Chalet Hotel in Westport, IN PERSON

Dec 08 **Annual Meeting/Holiday Party**
6 – 9 p.m. at Elk Lodge #9, IN PERSON



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- CHAPTER OPERATIONS & SUSTAINABILITY
- LAUNCH OF THE DIAMOND SPONSOR
- LEADERSHIP
- 1ST TRADE SHOW EXPO IN KANSAS CITY
- PUBLIC AFFAIRS
- WINTER IS COMING...FANNIE MAE CHANGES WEBINAR
- OUT OF THE BOX
- HEART2HEART INTERVIEWS
- BEST NET RETENTION- 91.72%

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CONGRATULATIONS
Cathy Roth-Johnson

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HOW TO PRACTICE SUSTAINABLE LANDSCAPING

WRITTEN BY: LAURA OTTO

Even though more than 70% of the earth is water, according to the U.S. Geological Survey, less than 4% of that water is fresh, and less than 2% of all fresh water is found in lakes, streams, rain, and aquifers. Unfortunately, excessive water use is depleting that supply. When people are through using water, they discharge it back into the atmosphere or ground to be reused. However, since our use either displaces it back into the atmosphere or pollutes it, we are constantly seeking fresher, cleaner water. While this practice was sustainable when the earth's population was smaller, it's not today. Homeowners associations can do their part to protect and preserve our fresh water supply by adopting sustainable landscaping practices.

Sustainable landscaping practices include:

- Collecting and reusing rain water for irrigation
- Planting trees that are naturally suited for the environment to provide shade
- Collecting and reusing rain water for irrigation
- Using efficient irrigation systems, such as drip lines, to reduce evaporation
- Calibrating irrigation to match ground water needs and to account for natural precipitation
- Minimizing runoff by creating retention ponds and reservoirs that will release water over time



Xeriscaping (landscaping that reduces or eliminates the need for supplemental water from irrigation) is often the first thing that comes to mind when considering sustainable landscaping. However, it's important to remember that xeriscaping is not “zero-



scaping.” While the term evokes images of gravel and cactus, it doesn't have to be boring or barren. It just needs to be well-planned and maintained.

Meanwhile, non-natural ground covers, such as artificial turf of all types, and non-permeable ground covers, such as asphalt and cement or any material that has the potential to cause health problems, should be avoided.

Artificial turf has improved over the years, providing a much more natural look and feel than some earlier versions. However, it tends to absorb and retain heat more than natural ground and vegetation. It also can contain hazardous chemicals that can get released into the atmosphere.

Irrigation equipment, when necessary, should make use of current technology to allow remote control, groundwater sensing, and other methods to ensure the necessary amount of water is delivered. Systems should be well-maintained and should be adaptable to the latest equipment.

Support should be given to plantings that mitigate potential weather-related issues, such as reducing the ground temperature in hot, dry regions, providing wind and snow breaks where relevant, and minimizing water erosion from beaches, shorelines, and drainage areas.

It's important to educate homeowners on water-use policies and the simple ways they can reduce their daily consumption. Policies should promote sustainable landscaping practices, provide incentives for reducing domestic water used for landscaping, and offer tighter controls on landscape irrigation. Policies also should state that these rules can be amended in the event of a drought or short supply.

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HOW TO ADDRESS HOARDING IN YOUR HOA

WRITTEN BY: KIARA CANDELARIA



Hoarding is a prevalent issue in condominiums and homeowners associations. While clutter all over a resident's yard can diminish curb appeal, hoarding can bring more serious nuisances such as odors, pest or rodent infestation, structural distress, and safety hazards, especially in buildings with shared hallways, walls, ceilings, and HVAC systems.

Nuisances are generally defined as conduct that interferes with another resident's quiet enjoyment of their home or unit and creates conditions that are hazardous, noxious, offensive, or a violation of a law. Association governing documents typically contain some language relating to nuisances, although it's generally not very specific.

Most hoarding problems are tied to mental health issues, which means that board members and community managers must tread carefully. "For the most part, the main reason (a resident) can't clean up (the clutter) is that they don't have the skill set, and emotions are in the way," says professor Gail Steketee, dean of Boston University's School of Social Work and co-author of *Stuff: Compulsive Hoarding and the Meaning of Things*.

She suggests identifying someone in the association who has the best relationship with the hoarder or who is most comfortable addressing difficult problems to make the initial approach. Eventually, a person representing the association's interest in terms of health and safety can be brought in to explain why the clutter needs to be removed.

Associations may employ other methods for handling hoarders. [Brendan P. Bunn](#), a shareholder at Chadwick, Washington, Moriarty, Elmore & Bunn in Fairfax, Va., and a fellow in CAI's College of Community Association Lawyers (CCAL), says that association leaders should contact family or social service agencies that can help determine the hoarder's behavior and address the core problem.

He also recommends reaching out to the local government or fire marshal for

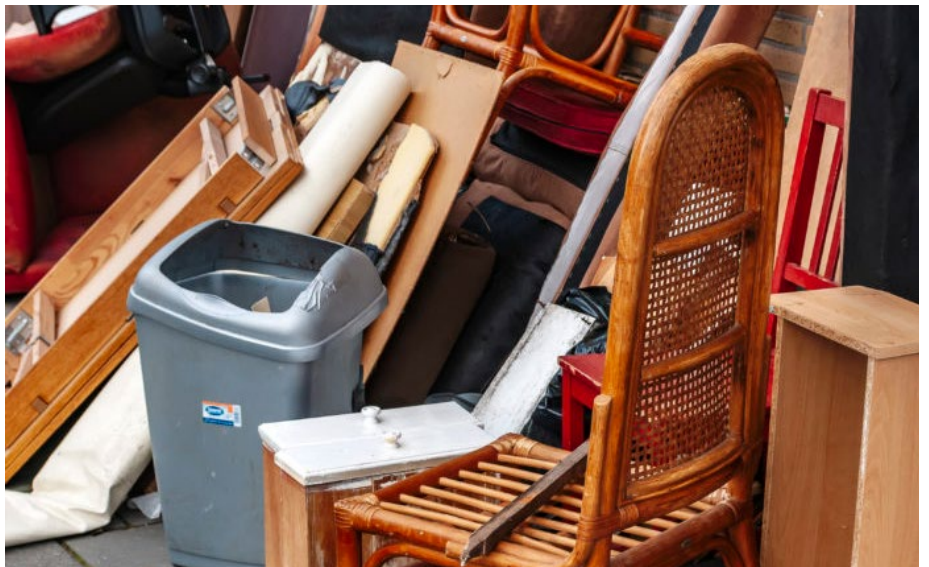
assistance. "In many jurisdictions, local governments have instituted programs through zoning and code enforcement departments to deal with hoarders," notes Bunn. "Your tax dollars pay for these services, so at least give them a try before spending money on legal counsel."

If the hoarding problem remains unresolved, a board can file letters asking the resident to clean up the clutter to show evidence that the association sought voluntary compliance before taking legal action, which is important to prove the association's commitment to fairness and due process. The letters should include a notice to the hoarder that he or she may end up paying the association's legal fees if court action is required, says Bunn.

In addition, most governing documents give the association the right to inspect a unit if violations are suspected. Taking photos from various angles to document the hoarding will allow the association to show the seriousness of the situation if the case goes to court, Bunn notes.

"These steps may sound daunting, but they are worth consideration," he adds. "Hoarder problems do not solve themselves. Your fellow homeowners will appreciate the resulting improvement in their lives and property values."

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A CHANGING LANDSCAPE IN JEFFERSON CITY

WRITTEN BY: TODD BILLY, CCAL, EBP, THE COMMUNITY ASSOCIATION LAWYERS, POWERED BY SANDBERG PHOENIX



This year is a surprisingly challenging session for MoLAC, and not in a good way for our industry. In most years, legislative priorities left little time for advancement of any legislation impacting community associations. Historically, election years would have even less. In addition, the General Assembly has been trending towards being more divided and fractionalized. We thought this year would follow those trends. We were wrong.

While MoLAC has been working for years to advocate for best practices in our industry via legislation, the General Assembly is currently focusing on industry specific requests related to solar panels and For Sale signs. MoLAC, with the assistance of CAI National, has prepared and sent numerous “Calls to Action” to members throughout the session. MoLAC would sincerely appreciate you responding with your thoughts to your elected officials. If you have any questions related to any pending Calls to Action, please reach out to Cathy.



These Calls to Action are valuable because legislators wish to hear from their voters directly, and, we hope, the General Assembly would become a more welcome place to engage in meaningful discussion on legislation that advocates best practices for our industry instead of focusing on industry-specific requests.



We reached over 400 members this month!

Thank you to all the members that helped us reach this goal. Please continue to encourage your clients and contacts to join CAI!

www.caionline.org/joinnow

MEMBERSHIP UPDATE

NEW MEMBERS

Barrington Downs Condominium Association
Brentwood Forest Condominium Association
Brentwood Forest Condominium Association
Chapter One Residents Association
Chapter One Residents Association
Chapter One Residents Association
Chapter One Residents Association
Chapter One Residents Association
Community Managers Associates, Inc.
Cozad Commercial Real Estate, Ltd.
DNI Properties, Inc.
DNI Properties, Inc.
DNI Properties, Inc.
FirstService Residential Missouri
Greystone Condominium Association
Greystone Condominium Association
Greystone Condominium Association
Greystone Condominium Association
Greystone Condominium Association
Hi Pointe Loft Condo
HOA Management Services, LLC
Kenrick Parke Condominium Association
Kenrick Parke Condominium Association
Kenrick Parke Condominium Association
Lake Sherwood Estates Association
Lake Sherwood Estates Association
Lake Sherwood Estates Association
Lake Sherwood Estates Association
Lifestyle Outdoor
LiftMaster - Chamberlain Group
Pinehurst Place
Pinehurst Place
Sentry Management, Inc.

Rhonda Carlson
Mr. Charles William Case
Ms. Marion G Eisen, Esq.
Mr. Seth A. Eisen
Mr. Chris Larsen, CMCA
Ms. Stephanie Stone
Mr. Jeffrey Brostow
Ms. Debra Behrendt
Mr. Michael Slaughter
Mr. Larry Carpenter
Mr. Ross Cook
Mr. Jack Hearst
Ms. Karen Hotfelder
Ms. Joshua Lanier
Ms. Pauline Migneron
Mr. Louie Tocco
Mrs. Amber Key
Stephanie Stone
Robin J Thomas
Mr. Christopher Pankow, CMCA
Mr. Michael Chamberas
Mr. Willem Dickhoff
Ms. Gayla Hoffman
Ms. Jean-Marie Wilkins
Les Wright
Ms. Maggie Hales
Ms. Heather Wells
Ms. Terri McAlevey
Ms. Connie Motoki
Ms. Valery Welch
Ms. Rebecca Abbott
Mr. Gerry Cecil
Leatrice Dixon
Ms. Helen Hoffman
Mr. Justin Simpson
Mr. Christopher Smith
Mr. Thomas Joyner
Mr. Eliot Spiro
Ms. Danette Dietz



NEW MEMBERS (CONTINUED)

Spring Mill Estates	Ms. Stacey Barrow
Spring Mill Estates	Mr. Ray Beste
Spring Mill Estates	Mr. Joseph Miller
STL Sealing and Striping	Mr. Gary Mellon
StoneBridge Village	Mr. William Hasler
Superior Sewer Company LLC	Mr. Ashley James Harrop
Tanglewood Residents Association II	Mrs. Susan DuClos
Tanglewood Residents Association II	Mr. Shawn M. Lane
The Smith Management Group	Ms. Paige Cheever
The Smith Management Group	Ms. Jennifer Gerling
The Smith Management Group	Ms. Darcell Henry
The Smith Management Group	Ms. Johanna Ikard
The Smith Management Group	Ms. Alana Suchman
The Villages at Bainbridge	Mr. Rich Davis
The Villages at Bainbridge	Mr. Michael Mills
The Villages at Bainbridge	Mr. Jon Spalding
The Villages at Bainbridge	Mr. Mary Kay Taylor
The Villages at Bainbridge	Mr. Dave Willhelm
The Villages at Bainbridge	Mr. Jason Williams
Vantaca, LLC	Mr. Scott Futerfas
Wagner Roofing and Construction Services	Mr. Greg Campbell
Westport Crossing Condominium Association	Mrs. Tena Frick
Westport Crossing Condominium Association	Ms. Karin Plattner
Whitmoor Homeowners Association	Mr. Bob Ahern
Whitmoor Homeowners Association	Mrs. Pamela Hartman
Whitmoor Homeowners Association	Mr. Matt Levsen
Whitmoor Homeowners Association	Mr. Gary Robert Maule
Whitmoor Homeowners Association	Mrs. Leslie Tomasi
Whitmoor Homeowners Association	Mrs. Vera Villa
Whitmoor Homeowners Association	Mr. Bill Zywieciel
Woods Glade Condominium Association	Mr. Samuel Goodman

★CONGRATULATIONS★

CONGRATULATIONS TO THE NEW CMCA'S AMS', AND PCAM'S

NEW CMCA'S

Lisa Love, CMCA, The Smith Management Group,
an Associa Company

Tracy Mulligan, CMCA, Community Property Management

Theresa Staryak, CMCA, Community Property Management

NEW AMS'

Carrie Draut, CMCA, AMS,
HOA Management Services, LLC

HIRE POWER: THE CREDENTIAL THAT SETS APART COMMUNITY ASSOCIATION MANAGERS

WRITTEN BY: DANIEL BRANNIGAN



A bad hire can cost hundreds of thousands of dollars, according to [some estimates](#). Recruitment advertising fees and staff time, training and onboarding for replacement hires, the negative impact on team performance, disruption to incomplete projects, and more all add up for employers.

[Hiring the right person](#) for a job is a tall order for any employer, including community associations and management companies.

Reviewing cover letters, resumes, and recommendations, checking references, performing background checks, and conducting multiple rounds of interviews are expensive and time-consuming, but they're necessary steps in the candidate selection process.

For the past 25 years, volunteer board members and management company executives have been able to look for one other distinction that can set candidates apart: the [Certified Manager of Community Associations](#) (CMCA®) credential.

When CAI launched the CMCA program in 1995, the goal was to provide a level of confidence to community association board members and residents—that the credentialed community association manager has the necessary skills to manage their community.

A manager has [job duties that vary greatly](#): governance, legal, and ethical conduct; budget,

reserves, investments, and assessments; contracting; financial controls; risk management and insurance; meetings; and human resources. The CMCA exam, administered by the independent [Community Association Managers International Certification Board](#) (CAMICB), tests managers on each of these topics. Those who pass the test can confidently state that they possess at least the minimum knowledge required to be a manager.

The CMCA program has grown consistently and considerably—from 1,650 credentialed managers within the first two years and a national organization, the National Board of Certification for Community Association Managers (NBC-CAM), to more than 20,000 credentialed managers and the international CAMICB.

Many management companies now require entry-level managers to achieve their CMCA credential within a few months or a year of being hired. Well-informed community association boards also look for CMCA-credentialed managers when hiring a manager directly or signing a contract with a management company.

Of course, the CMCA isn't a guarantee that a manager will be the right fit and, to be sure, there are great managers who haven't earned the credential, but those four letters should make hiring decisions easier—and could save your community or company time and money in the candidate selection process.

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A few simple questions to answer at your next community Board Meeting...

Are management tasks completed on a timely basis? Do you talk about the same issues at meeting after meeting?

Can owners access community information via the web?

Are delinquencies out of control?

Do we get good advice from our manager?

Could our community benefit from the proven knowledge of an industry leader and a CAI Accredited Association Management Company (AAMC)?

Is the work order list longer than expected?

If the answer is yes to any of these questions we would like the opportunity to demonstrate how CPM can positively impact the many ways your community does business.

We look forward to meeting you!



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