



Here is your April newsletter. We hope you find the industry news and articles informative and useful. This newsletter, past issues as well as the ones to come, will be archived on the CCAA website for future viewing, just click on the link below.

<http://www.ccaassociation.com>

Capital City Apartment Association

Apartment Cornerstone Newsletter

A newsletter serving the Tallahassee Multi-family Housing Industry

April 2009

In This Issue

1. Fundraisers
2. Influence

CCAA CALENDAR OF UPCOMING EVENTS



CCAA 2009 Trade Show & Expo

Where:

Leon County Civic Center

When:

Tuesday, April 28, 2009

Time:

6:00 - 8:00 PM

April 08, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

April 28, 2009

CCAA Annual Tradeshow

6:30 PM

Tlh Civic Center

Cost to attend the Trade Show:

\$10 Members

\$15 Non-members

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Officers & Directors**

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Jamestown

**Theme
:
Las Vegas**

**Vendors:
Space Limited
Vendor Booth Application**

**RSVP:
Renee Porter
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or
e-mail office@ccaassociation.com**

**Cost to Attend:
Member: \$10
Non-member: \$15
Trade Show Attendees**

**Influence. A Rainbow Of
Interaction ©**

by Ernest F. Oriente, The Coach

If you are an artist painting a picture, is the brush more important than the canvas? Is a bright red better than a cool blue? More importantly, as the creator of this painting, you must know how to blend the colors together, as this is the essence of a beautiful picture. Drawing on this analogy, as a leader within your property management company you have the same ability to blend the working behavioral styles of those on your team. This article will address how a person's style of influence impacts

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performance and future articles will discuss drive, steadiness, and compliance.all key components of the behavioral styles of those on your team.

Defining influence: As a leader within your property management company, you have certainly recognized the diversity of behavioral styles of those on your team and you probably have considered how this impacts

performance. Influence can best be described as the way a person relates to and persuades other people.

For example, how a person participates in a group meeting, team environment or even one-on-one will be a good indicator of their style of influence. A person's level of influence, whether it is lower or higher, can be an asset to your company. As a leader, your style of influence is a combination of your inherent nature, the nurturing of your upbringing and will not likely change during your lifetime.

Tip From The Coach: Time for you to be the coach!

On a scale of 1-100, what level of influence does Oprah Winfrey have? Based on her level of influence, does it matter who she interviews? As a leader within your property management company, does it matter how you

interact with others? Can a person with a lower influence work with a person who has high influence?

Looking for clues: When working with those on your team, a person's style of influence can be easily determined by looking for some observable clues.

For instance, a person with a higher level of influence will be outgoing, persuasive, enthusiastic and trusting. In addition, the physical clues of a person with a higher level of influence include animated, demonstrative, visibly optimistic and will be quick to shake your hand. By comparison, a person with a lower style of influence will tend to be objective, skeptical, reflective and logical. The physical clues of a person with a lower style of influence will be someone who is quieter in nature, has good listening skills, is attentive and will speak in a soft/even tone of voice.

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**REMINDER: CCAA
Fundraisers**

Don't forget about our CCAA Fundraisers, Platinum Lunches and Happy Bucks. Both Fundraisers have done well since they started in May 2008 and will continue in 2009. If you are not familiar with the fundraisers and what they are for, just read on.

1.) Platinum Luncheon:

Purchase a Platinum Luncheon Ticket for \$20 for CCAA members or \$25 for Non-members and get a chance to win the 50/50 drawing. The APAC Fund will receive half of the \$5 from each purchase and a

Tip From The Coach: To quickly determine whether a person has a lower or higher style of influence ask yourself these two questions about each person on your team: "Is this person more introverted or extroverted?" "Is this person more people-oriented or task-oriented?" Remember, a person's level of influence will offer visual, verbal and non-verbal clues.

Coaching a person with higher/lower influence:

Ready for the next step? Once you have determined whether a person on your team has a style of higher or lower influence, the rest is easy! When communicating with a person who has a style of higher influence, here are some specific ways to coach this person: connect on a personal level, before settling down to business o be generous with praise and critique in private support their dreams/visions while asking for specific action steps o use a democratic process when making decisions. Here are some tips to coach a person with a style of lower influence: respect their need for more physical/psychological space o will need to see/hear more than just energy/enthusiasm to support new ideas o establish/maintain their trust in you o acknowledge their concerns and questions before making final decisions.

Tip From The Coach: As the leader within your property management company, your teams will deliver peak performance when you have carefully selected a team with a range of lower and higher influence styles. In addition, by carefully balancing the styles of influence within your teams, increased communication and improved team effectiveness will follow.

Would you like to know how your level of influence measures on a scale of 1-100? Would you like to know the level of those on your team or be able to measure the influence of those interviewing for a position within your company? Send an E-mail to ernest@powerhour.com and we will

lucky ticket holder will win the other half. You may purchase Platinum Lunch Tickets at the check-in table.

2.) Happy Bucks: Have a personal or professional announcement to share? Does your business have a special event you would like announce? Well then "Happy Bucks" time is right for you! During the business part of the luncheon, you will have the opportunity to share your news or pass out flyers for only \$1. All proceeds will go to the Linda McLean Educational Scholarship Fund.

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send you a one-page behavior assessment form which can be completed in ten minutes or less. E-mail/fax your assessment form back to our office and in return, you will be confidentially mailed an 11 page assessment* (a \$100 value) outlining your unique level of influence. Then, we will schedule a 45-minute call (a \$400 value) to review your results. [* A small processing/analysis fee of \$25 will be assessed, limit one per company]

Author's note: Ernest F. Oriente, a business coach since 1995 [23,300 hours]--the author of SmartMatch Alliances--and the founder of PowerHour...[www.powerhour.com], has a passion for coaching his clients on executive leadership, hiring and motivating property management SuperStars, traditional and Internet marketing, competitive sales strategies, and high leverage alliances for property management teams and their leaders. He provides private and group coaching for property management companies around North

America, investment banking services, executive recruiting services and powerful tools for hiring property management SuperStars and building dynamic teams. Ernest worked for Motorola, Primedia and is certified in the Xerox sales methodologies. Recent interviews and articles have appeared more than 6000 times in business and trade publications and in a wide variety of leading magazines and newspapers, including Smart Money, Inc., Business 2.0, The New York Times, Fast Company, The LA Times, Fortune, Business Week, Self Employed America and The Financial Times. Since 1995, Ernest has written 156 articles for the property management industry and created 250+ property management forms, business and marketing checklists, sales letters and presentation tools. To subscribe to his free property management newsletter go to: www.powerhour.com. PowerHour® is based in Olympic-town.Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association