



Here is your August 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

August 2009

### In This Issue

1. Living in Your ... Niche! Part II

2. Motivation in a Minute

### CCAA CALENDAR OF UPCOMING EVENTS



**Are You Ready? It is Time for  
the ...**

## CCAA Annual BBQ

**August 25, 2009**

**11:30 AM - 1:30 PM**

**Spanish Oaks Clubhouse**

**1327 High Road**

**Back by Popular Demand!**

**A masseuse will give**

**FREE neck and shoulder massages**

**August 12, 2009**

**CCAA Board Meeting**

11:30 AM

Delaney Park at Southwood  
3550 Esplanade Way

**August 25, 2009**

**CCAA Annual BBQ**

11:30 AM - 1:30 PM Drop-in

Spanish Oaks Clubhouse  
1327 High Road

**Cost:**

**FREE** - Regular, Management  
Companies & participating  
Vendors

**\$5** - Non-members & non-  
participating vendor members

**September 09, 2009**

**CCAA Board Meeting**

11:30 AM

Delaney Park at Southwood  
3550 Esplanade Way

**September 22, 2009**

**CCAA Luncheon Meeting**

11:30 AM

Holiday Inn on N. Monroe

**Cost**

\$15/\$20 Members

\$20/\$25 Non-members

## **2009 Board of Officers & Directors**

**Brian Martin**

**President**

Polos On Park

2626 East Park Avenue

Tallahassee, FL 32301

Work: (850) 309-7667

Fax: (850) 309-7644

**Dee Ann Muller**

sponsored by

**Jason Bonner**

**R & R Fire & Safety Equipment**

**The BBQ is sponsored by our associate  
members & non-members in the  
apartment industry**

**There will be door prizes & you don't  
have to be present to win!**

**Cost:**

**Regular, Management Company &  
participating Associate Members**

**FREE**

**Non-members &  
non-participating  
Associate Members**

**\$5/person**

**Living In Your Property Management Marketing Niche!**

©

by Ernest F. Oriente, The Coach  
Part II

*This article is a continuation of Part I of the article in last  
months' newsletter.*

The idea of living in your niche is a concept we developed in 1996 when we  
launched our business coaching service. As a result of using this strategy,

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**Director ('09-'10)**  
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**Director & Education Chair**  
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**Christina McDonald**  
**Assoc. Director**  
Apartment Finder

we have worked with more than 600 property management executives and their companies in North America, all by telephone. In addition, we found this concept to be so successful for our coaching business that we began to teach our property management clients how to do the same for/with their own companies and organizations. Here are some more ideas to help you live in your niche.

**Joining industry/professional committees and the Board of Directors:** To further live in your niche, joining key industry/professional committees that major employers participate in--which is another way to gain increased exposure for you and your property management company. This form of exposure adds industry/professional credibility and will allow you to further leverage the visibility of your apartment communities. Once you have participated in several committees, becoming a member of their Board of Directors is another invaluable part of selling in the 21st century. As a Board member you and your property management company carry added clout, a high level of industry/professional exposure and the ability to see/watch/anticipate future trends. As an added benefit, by being able to spot future trends as an industry Board member, you and your property management company will be able to better anticipate your strategic plans and will be able to provide better advice/guidance for the major employers you are looking to serve. Plus, you can capture these future trends in your next free article, further leveraging the principles of living in your niche.

**Tip From The Coach:** Industry/professional organizations will always have a variety of committees to join. Ask the Executive Director where you can make the most impact and which committees will have the most major employer decision-makers as participants. To maximize your time and effort with these committees, attend several committee meetings before deciding which committee to join. Remember, some committees will be much more valuable than others. Find the best committees to participate in and become a significant contributor/leader.

**Hosting free teleconference calls:** Technology is making it quick, easy and cost-effective to host teleconference calls for five-100+ participants with decision-makers of major employers. Invite the decision-makers of major employers to join a free monthly teleconference call led by you and those within your property management company. Here are some sample topics/ideas for a teleconference call:

- The information covered in your most recent article
- \* An industry-specific focus group
  - \* Pressing legal issues
  - \* An invitation to speak with you and other Board members
  - \* New marketing ideas
  - \* Internet trends impacting their industry/profession
  - \* A discussion on how to increase revenue/profits
  - \* A well-known industry author or speaker

**Tip From The Coach:** Industry teleconference calls are designed to be highly interactive and must honor the best principles in adult learning. To receive a list of the

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Join Our Mailing List!

## Quick Links...

[Our Website](#)

[FAA Website](#)

[NAA Website](#)

30-steps/skills required before, during and after a teleconference call, send an E-mail to [ernest@powerhour.com](mailto:ernest@powerhour.com) with "Teleconferencing.Train-The-Trainer" in the subject line.

**Speaking at industry/professional events:** Another way to live deep within your niche is to be invited to speak at industry/professional trade shows, conventions and executive meetings that are well attended by decision-makers of major employers. These are high visible and well-attended events where you can further establish the expertise of you and your property management company. In the tradition model, you will be invited to speak on a particular day and time for this upcoming event. Honoring the principles of 21st century selling, you may be invited to participate as a virtual speaker/presenter, leveraging the technology available today. As a virtual speaker/presenter you will prepare in the exact same manner as you would for a traditional

in-person speech/presentation without the cost/hassle of having to spend hours/days traveling back and forth to this event. Being a virtual speaker/presenter is a high-leverage opportunity to give lots of speeches/presentations to groups of decision-makers of major employers, without the inconvenience of living on an airplane.

**Tip From The Coach:** Pop quiz where do industry/professional organizations find world-class speakers/presenters? By reading the free monthly articles sent by people just like you! This is one more reason to author an article specifically written for major employer decision-makers you most want to reach.

**Creating an E-mail newsletter:** It's now time to create your E-mail newsletter, to further expand your visibility within your niche. Why should your newsletter be sent by E-mail? Because it's a free way to be/stay in touch with your major employer decision-makers on a regular/frequent basis, it's easy for readers to forward your newsletter to others within their company/profession/industry and nearly-instant delivery means you can share leading-edge information/news as quickly as it's happening. Once you decide on the frequency of your newsletter here are some examples of what to include in it:

- \* Your free monthly article
- \* An update from a recent committee meeting
- \* A summary of today's Board of Directors meeting
- \* An invitation to a free teleconference call
- \* The location/day/time of where you will be speaking in-person or as a virtual presenter

Do you see the pattern? The power of living in your niche means you can maximize the impact of your newsletter by using it to showcase the steps we discussed earlier in this article.

**Tip From The Coach:** As the foundation for attracting new coaching clients within our six niche industries/professions, we provide a free newsletter for each group of clients/prospects. As we move from newsletter to newsletter for each of these six niches, these are the minor tweaks we make:

## ENVIRONMENT

### Holey Grail!

Are you interested in helping with the environment? It does concern us all. If so, a Dutch marketing firm, Spranq, wants to help. The company has developed an Ecofont that uses less ink than other typeface, resulting in saving money and resources. The font they devoped uses rounded holes to remove a fifth of the ink without removing the readability.

The font tends to look best at 10 points and the holes are not visible. Of course, the larger you use the font, the more noticeable. You can download the font for free at [ecofont.eu](http://ecofont.eu).

#### TPD to Bring

#### Neighborhood Watch to Apartment Communities

*Wednesday, June 24, 2009  
(all clips from the Tallahassee Democrat unless noted otherwise)*

The Tallahassee Police Department is creating an Apartment Complex Neighborhood Watch.

Neighborhood Crime Watch programs have been successful in Tallahassee for more than 25 years, with over 100 Tallahassee neighborhoods participating.

Details of the program was discussed at a news conference held on Wednesday, June 24, 2009 at Villa Del Lago, 2700 W. Pensacola St.

Anyone needing more information can call Crime

- \* We change the title of the newsletter
- \* We change the title of the free article
- \* We customized the content of the article, specific to their industry/profession
- \* We revise the author's note of each article
- \* We include an industry-specific E-mail signature line at the end of each newsletter

**Here's the fun part.** Once the newsletter is completed for our first niche, it takes less than 15 minutes per newsletter to make the minor tweaks for our remaining five newsletters.

**Tying in your website:** A great deal can be said about the marketing of your website. For the purpose of this article, how will you answer the following website questions as they relate to living in your niche?

- \* Does your website instantly speak to a major employer decision-maker?
- \* Can a website visitor find articles that speak to their industry/profession?
  - \* Does your website mention your involvement with their industry/professional committees and/or their Board of Directors?
- \* Can a website visitor register for your next free teleconference call?
  - \* Can a person easily subscribe to your free industry/professional newsletter?
- \* Will a website visitor be able to review your schedule of in-person and virtual presentations?
  - \* Does your website engage your major employer decision-makers and require specific steps/forms of action?

**Tip From The Coach:** Do you again see the pattern? A major employer decision-maker reads your article in this month's industry/profession magazine and goes to visit your website. They instantly see and read that you live in their world and understand the concerns/issues/problems of their industry/profession. As a result, they contact your property management company and begin to refer their employees to your property management company {think-sales!}. Or, they subscribe to your free newsletter as a result of visiting your website and become a prospect for the future {think-future sales!}. Either way, you are honoring the very best of push-pull permission marketing.

**Building strategic alliances:** Once all of the steps outlined in this article are in place, building strategic alliances is the last and most important step for living in your niche. Just to clarify, strategic alliances are:

- \* Fun
- \* Easy to develop
- \* Flexible
- \* Low cost
- \* Win-win
- \* Create high-visibility within your niche
- \* Are very profitable

Here are some examples of win-win strategic alliances:

Prevention Officer Susan  
Newhouse at (850) 891-1874  
or e-mail:

susan.newhouse@talgov.com

Return to Tallahassee.com for an  
update on this report.

- \* An alliance with a book publisher within the industry/profession of your major employer decision-makers
- \* An alliance with a non-competing company, who sells to the same major employer decision-makers you are targeting
- \* An alliance with a non-competing E-mail newsletter that has subscribers who are your major employer decision-makers
  - \* An alliance with a non-competing website that your major employer decision-makers visit frequently
  - \* An alliance with the association/organization that serves the industry/profession of your major employer decision-makers
  - \* An alliance with a magazine/publication that is read by your major employer decision-makers
- \* An alliance with a person who is an important center-of-influence within the industry/profession of major employer decision-maker

**Tip From The Coach:** Remember, the goal of living in your niche is to be very visible within the industry/profession of your major employer decision-makers. This means you want to select strategic alliance partners that will add more value and visibility to your property management company/organization. In turn, you must be clear on the value and visibility you bring to your alliance partner. Think high-impact, high-visibility and win-win!

Want to learn more about how to live in your niche or to hear what others are doing around the world? Send an E-mail to [ernest@powerhour.com](mailto:ernest@powerhour.com) and The Coach will E-mail you a free PowerHour invitation. During this call we will discuss how to implement the steps in this article.

*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](http://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](http://www.powerhour.com). PowerHour® is based in Olympic-town.Park City, Utah, at 435-615-8486, by E-mail [ernest@powerhour.com](mailto:ernest@powerhour.com) or visit their website: [www.powerhour.com](http://www.powerhour.com)*

## Motivation In A Minute

An excerpt from

## You Can't Send a Duck to Eagle School

by Mac Anderson, founder of Simple Truths

A few years ago I had lunch with a top executive from a company known for their legendary retail service. My wife and I are both big fans, and over lunch I shared with him some of the great service stories his people had provided the Anderson family. I said, "With the service your people give...you must have a training manual 2 inches thick."

He looked up and said, "Mac, we don't have a training manual. What we do is find the best people we can find and we empower them to do whatever it takes to satisfy the customer."

Then he said something I'll never forget. He said, "We learned a long time ago that you can't send a duck to eagle school."

"Excuse me," I said. He repeated... "You can't send a duck to eagle school." He said, "You can't teach someone to smile, you can't teach someone to want to serve, you can't teach personality. What we can do, however, is hire people who have those qualities and we can then teach them about our products and teach them our culture."

As long as I live I will never forget this simple analogy about hiring people. It is branded on my brain forever. And since that day, with every hiring decision I've made, I find myself asking the question: "Am I hiring a duck thinking they will become an eagle?" I can also honestly say that asking this simple question has saved me from making some important hiring mistakes. I just wish I'd heard it 20 years sooner.

The "Duck to Eagle School" lesson is one of many "simple truths" of leadership that I've learned on my journey as an entrepreneur. In the past 30 years, I've had the good fortune to be involved with three successful start up companies, each becoming a leader in its niche. And, as you can imagine, there have been many peaks, valleys and "lessons learned" along the way.

I've also been very fortunate to have met a lot of people who are a lot smarter than I. Successful entrepreneurs, authors, speakers, educators, coaches, and CEO's of large companies, have all helped shape my thinking. It has been their wisdom and their knowledge, combined with my own life experiences, that have helped shape who I am today. Remember **STAY MOTIVATED!**

Sincerely,

Renee Porter, CCAA Association Executive  
Capital City Apartment Association