



Here is your January 2010 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
January 2010

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2. Motivation in a Minute: The Right To Lead

**CCAA
2010 CALENDAR
OF UPCOMING
EVENTS**



January 13, 2010
CCAA Board Meeting
11:30 AM
Spanish Oaks
1327 High Road

January 26, 2010
CCAA Luncheon Meeting
11:30 AM
Holiday Inn on N. Monroe
Cost:
\$15/\$20 Members
\$20/\$25 Non-members

February 10, 2010
CCAA Board Meeting
11:30 AM
Spanish Oaks
1327 High Road

HAPPY NEW YEAR!!

Start the New Year off with the
January 26 Luncheon Meeting

Guest Speaker:

Brian Matin

Topic:

Why should you renew or join the CCAA?

Sponsor:

Jason Bonner with
R & R Fire and Safety Equipment

Installation of 2010 Board:

Gary Cherry

Place:

Holiday Inn on N. Monroe

Time:

11:30 AM

Cost:

Members: \$15 (\$20 Platinum)
Non-members: \$20 (\$25 Platinum)

February 23, 2010
CCAA Luncheon Meeting
11:30 AM
Place: TBA
Cost:
\$15/\$20 Members
\$20/\$25 Non-members

March 10, 2010
CCAA Board Meeting
11:30 AM
Spanish Oaks
1327 High Road

March 23, 2010
Harry Heist Landlord/Tenant Seminar
8:30 AM Registration
9 AM - 1 PM Seminar
Place: Spanish Oaks Clubhouse
Cost:
\$25 Members
\$40 Non-members

March 23, 2010
Legislative Dinner
MORE INFO TO COME

March 24, 2010
Legislative Day on the Hill
MORE INFO TO COME

2009 Board of Officers & Directors

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Ely Rosario
Treasurer

Cocktail Parties and Utility Consumption Data

By Todd A. Brehe
American Conservation & Billing Solutions, Inc. (AmCoBi)

Discussing utility consumption data at your next cocktail party may not earn you the "life of the party" award, but then again, that depends on who you hang out with. If your friends get excited about applying new perspectives to old ideas, they'll love it if you share some of the new technologies that are being adapted to utility consumption data in the multifamily arena.

Turning Data Into Actionable Information

Imagine for a moment that you have the capability to review the electric, gas, or water consumption data

for your multitenant property and analyze it to determine:

- Undetected maintenance issues like leaks and malfunctioning heating systems
 - Problems with metering equipment
 - Which readings are accurate and which need further review
- How your property compares from a utility consumption standpoint, to similarly configured properties
 - Which residents use the most energy and why.

Wouldn't you be able to save a lot of money and have more confidence that your residents were receiving accurate bills? Wouldn't it reduce resident complaints?

There is a wealth of actionable information that can be mined from monthly utility data if you know how and where to look. The better you are at mining this information, the more efficient your monthly billing program will be and the fewer problems you'll have to deal with.

Software applications that conduct sophisticated data mining and statistical analysis are commonplace in many other industries such as manufacturing, high-technology, and biotechnology. In the utility billing industry, however, these tools are rarely used. One of the reasons is that many companies use older, legacy software systems to collect and process consumption data. These systems don't support rules-driven statistical analysis that can be automated.

Click here to read the complete article.

http://www.ccaassociation.com/documents/Cocktail_Parties_UTILITY_Consumption.pdf

Motivation In A Minute

An Excerpt from **The Right to Lead** by John Maxwell

WHAT GIVES A MAN OR WOMAN THE RIGHT TO LEAD?

It certainly isn't gained by election or appointment. Having position, title, rank, or degrees doesn't qualify anyone to lead other people. And the ability doesn't come automatically from age or experience, either. No, it would be accurate to say that no one can be given the right to lead. The right to lead can only be earned. And that takes time.

The Kind of Leader Others Want to Follow

The key to becoming an effective leader is not to focus on making other people follow, but on making yourself the kind of person they want to follow. You must become someone others can trust to take them where they want to go. As you prepare yourself to become a better leader, use the following guidelines to help you grow:

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Director ('09-'10)

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1. Let go of your ego.

The truly great leaders are not in leadership for personal gain. They lead in order to serve other people. Perhaps that is why Lawrence D. Bell remarked, "Show me a man who cannot bother to do little things, and I'll show you a man who cannot be trusted to do big things."

2. Become a good follower first.

Rare is the effective leader who didn't learn to become a good follower first. That is why a leadership institution such as the United States Military Academy teaches its officers to become effective followers first - and why West Point has produced more leaders than the Harvard Business School.

3. Build positive relationships.

Leadership is influence, nothing more, nothing less. That means it is by nature relational. Today's generation of leaders seem particularly aware of this because title and position mean so little to them. They know intuitively that people go along with people they get along with.

4. Work with excellence.

No one respects and follows mediocrity. Leaders who earn the right to lead give their all to what they do. They bring into play not only their skills and talents, but also great passion and hard work. They perform on the highest level of which they are capable.

5. Rely on discipline, not emotion.

Leadership is often easy during the good times. It's when everything seems to be against you - when you're out of energy, and you don't want to lead - that you earn your place as a leader. During every season of life, leaders face crucial moments when they must choose between gearing up or giving up. To make it through those times, rely on the rock of discipline, not the shifting sand of emotion.

6. Make adding value your goal.

When you look at the leaders whose names are revered long after they have finished leading, you find that they were men and women who helped people to live better lives and reach their potential. That is the highest calling of leadership - and its highest value.

7. Give your power away.

One of the ironies of leadership is that you become a better leader by sharing whatever power you have, not by saving it all for yourself. You're meant to be a river, not a reservoir. If you use your power to empower others, your leadership will extend far beyond your grasp.

The followers who looked to these leaders learned from them and so can we. Remember that it takes time to become worthy of followers. Leadership isn't learned or earned in a moment.

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association

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