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CAI ORANGE COUNTY PRESENTS EDUCATIONAL PROGRAM ON THE STATE OF THE COMMUNITY ASSOCIATION (HOA) INDUSTRY ON JANUARY 21 AT WESTIN SOUTH COAST PLAZA
Largest monthly gathering for homeowner leaders, community managers and industry professionals working in homeowner associations and condominiums will address culture, workforce, technology and more with industry executives

February 12, 2020– Santa Ana, CA – The Orange County Regional Chapter of the Community Associations Institute (CAI-OC, www.caioc.org) is proud to host its first educational luncheon of the new year on January 21, 2020 at 11:30 am at the Westin South Coast Plaza Hotel in Costa Mesa. The topic will be State of CAI and the Community Association Industry. Attendees will hear from Steve Tinnelly, Esq., CAI-OC's 2020 Chapter President and Anna Lisa Lukes, JD; MBA, CAI-OC's Chapter Executive Director as they share their vision for the new year and as the community association industry embarks on a new decade.

There will also be a Q&A discussion on the State of the Community Association Industry with executives from management companies that serve our region: Accell Property Management, AAMC; Associa/Associa-PCM, AAMC; Cardinal Property Management; FirstService Residential, AAMC; and Keystone, AAMC, which collectively manage thousands of community associations covering tens of thousands of homes in Orange County alone. Topics to be covered include workforce development, hiring and retention, managing multi-generational workers and more. Registration and the exhibit hall opens at 11:30 a.m. and the educational luncheon program is from 12 p.m. to 1:30 p.m. Interviews are available at 11:15 am and at 1:30 pm.

"Bringing together the leaders of an industry that impacts millions of people in our region is something we plan to do more as we move forward so that we may continue leveraging our industry's size and continue building better communities," said Anna Lisa Lukes, CAI-OC executive director. She added, "We are thrilled that some of the region's largest management companies will be represented on our stage."

Speakers:

Steve Tinnelly, Esq. is the Managing Partner of Tinnelly Law Group and CAI-OC's 2020 President. Prior to joining our firm, Mr. Tinnelly worked in the litigation departments of midsize and multi-national corporate law firms. He is known for his exceptional writing, analytical and negotiation skills, and providing general counsel representation to many of the firm's larger HOA clients throughout the state.

Anna Lisa Lukes, JD; MBA, CAI-OC Chapter Executive Director, brings a special set of skills and experience to the community association industry, including a background in law and high-level business management in corporate America and in the non-profit sector. Anna Lisa serves as Traffic Commissioner in the City of Laguna Hills, CA, serves on the board of Habitat for Humanity of Orange County and sits on the Orange County Development Board, which in



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partnership with the Orange County Board of Supervisors, oversees Orange County's workforce development activities and establishes programs in response to the workforce needs of Orange County.

Tracie Blankenship, CMCA, AMS, PCAM, President of Accell Property Management, Inc., AAMC has managed communities for more than 20 years in her home state. As Accell's president, she oversees the California team and manages growth operations. Blankenship started her community association career as a part-time assistant and rose through the ranks. Her roles supported new large-scale master-planned developments and communities including condominiums, single-family homes and mixed-use properties. Blankenship later led regional office teams throughout California.

Farrah Esquer, CMCA, AMS, PCAM, is the President of Cardinal Property Management, AAMC, has served on CAI's Orange County Chapter Education Committee, Manager Support Committee and Publications Committee. She is a past Chair of CAI's Manager Support Committee, Publications Committee, and Past President's Counsel. Ms. Esquer also served on the Board of Directors of CAI's Orange County Chapter for 6 years and as the Chapter President in 2014.

Andrew S. Fortin, Esq., is the senior vice president of external affairs and oversees Associa and Associa-PCM, AAMC's public affairs, media relations, government affairs and corporate citizenship efforts. Bringing more than 20 years of experience in the public and government affairs arena, Andrew's focus is working with Associa's clients, industry colleagues and business partners to ensure a vibrant future for client communities and Associa employees.

Kevin Holloway, of FirstService Residential, AAMC is the Senior Vice President for Orange County and is responsible for business growth and talent development across the market. Kevin leads his team through all decisions with a focus on improving upon the market's consistent growth, while developing leaders and helping them succeed in their current roles as well as preparing them to take on more responsibilities. Additionally, he prioritizes client and associate retention. In his role, Kevin works closely with his team of direct reports, consisting of regional managers and a vice president.

Cary Treff, CEO of Keystone, AAMC established the current vision of Keystone. He leads strategic planning and oversees the operations of the company. Cary has been in the real estate development and management industry during his entire career. As a member of a national public accounting firm, Cary's clients consisted exclusively of real estate development and management companies. Prior to joining Keystone in 1998, Cary was Chief Operating Officer of a large shopping center development company.

About CAI-OC: Established in 1977, CAI-OC serves the homeowner leaders, community managers and business partners who serve residents in the more than 5,000 community



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associations in our 34-city region by providing information, education and resources that further our mission of Building Better Communities. With more than 1,545 members, CAI-OC is the largest chapter in California and 5th largest in CAI's 64-chapter international network. To register online or learn more about our events, visit www.caioc.org.

Since CAI's founding in 1973, the number of community associations in the U.S. has grown from 10,000 in the industry's infancy to 342,000 as of 2016, housing more than 69 million Americans. CAI members include association board members and other homeowner leaders, community managers, association management firms and other professionals who provide products and services to associations.

Note to the editor: For interviews or to send a staff writer to this or other events, please contact Anna Lisa Lukes, Executive Director, directly at (949) 377-0132 or alukes@caioc.org.