

Elevate



Through the support, volunteerism and dedication of our incredible membership, our Chapter has grown to the largest in California and the fifth largest in the United States, and we continue to grow every year. Our Chapter and the community association industry in Orange County are now one and the same. We are the industry.

2020 is an exciting year. We are poised to start laying the foundation of what will define our Chapter—our industry—over the next decade. In doing so, we should utilize our Chapter's size, resources and capabilities to elevate our industry both in terms of public perception and our internal culture.

Public Perception

The public perception of our industry is intertwined with its perception of community associations (or 'HOAs'). Unfortunately, the term 'HOA' is often perceived negatively—largely because of negative press and by a lack of awareness of the true benefits the community association model provides to the experience, quality of life and property values of Orange County homeowners. Our Chapter is effective at communicating our value to our membership and those already within our industry. We should strive to do more to communicate our message to those *outside* our industry. Our Chapter should be the driving force shaping the public perception of who we are: the dedicated homeowner leaders and service providers committed to 'building better communities' within Orange County.

Our Chapter is already making significant strides toward this end. We are strengthening our relationships with media outlets and governmental entities. We are exploring new creative ideas to deliver our message and educational service offerings directly to communities through regional workshops and new technologies. We are seeking more opportunities to expand our public outreach activities. These efforts, combined with our incredible work supporting CAP's legislative activities at the state level, will help bolster the public perception of community associations and—in turn—enhance the value our Chapter provides to each of our members.

Culture

We are not the same industry that we were 10 years or even 5 years ago. Homeowner demands are intensifying, and their expectations are becoming less realistic. This has amplified the already significant challenges and stresses we face as community association service providers. It has also deterred some who are newer to the workforce from making a long-term career investment in our industry.

The success of our members and the communities we serve depends now, more than ever, on our collective success as a Chapter; on our ability to collaborate and partner together to improve our professional standards and the value we provide to our clients. We should therefore promote a culture of collaboration and partnership. A culture in which 'competitors' are viewed as 'colleagues.' A culture in which the term 'business partner' is given its true and intended meaning. A culture in which new ideas are encouraged and new members are embraced, supported and mentored.

I am thrilled to see the changes that are being made to foster this culture within our Chapter. Committees have more opportunities to collaborate with each other and to explore new ideas. Speaking opportunities are awarded to those who offer the best ideas and the most valuable information. New events are being created specifically for those who are brand new to our industry looking to develop the relationships that will fuel their career success.

I am honored to serve as your Chapter President during this exciting time. Thank you to all that have given me your support, encouragement and friendship. I look forward to meeting more of you, and to the important work that lies ahead for our dedicated staff and leadership.

Yours in service,

Steve Tinnelly, Esq.

2020 Chapter President

Orange County Regional Chapter of the
Community Associations Institute