



The President's Report

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Greetings,

As the availability of vaccines rises, the infection rate of COVID-19 in Virginia continues to fall, prompting the Governor to relax many of the state's coronavirus restrictions, we all look forward to engaging with our colleagues, business partners, and friends *in person* once again one day very soon.

This coming year the Chapter looks forward to continuing to provide quality education, training, and other great resources to assist its members. I especially look forward to meeting (albeit virtually) with attendees on June 18, 2021 for a Coffee Talk on Legal Updates for CIC managers (for information on how to register please read on). The Chapter's recent Coffee Talk, featuring Steve Moriarty, Esq., with Chadwick, Washington, Moriarty, Elmore & Bunn, P.C., and Gary Beveridge, with Beveridge & Akers Insurance Group, was fantastic and provided helpful information on how to protect against a successful Fair Housing claim. I hope you had the chance to attend!

As many of you know, Treena Gibson-White, the Chapter's Executive Director, will be resigning her position at the end of the year. Inside this edition, please find a special message regarding this upcoming change. Additionally, the Chapter is actively looking for a replacement CED. If you are interested (or know someone who is or may be a great fit for this role) please don't hesitate to reach out to myself or any other member of the SWVA-CAI Board of Directors.

We also want to hear from you if you have any ideas for future events, ways for members to connect, information to benefit our industry, or you are interested in getting more involved in the Chapter. Please drop us a line and share your thoughts by emailing us at info@caiswva.com. We'd love to hear from you!

Best Regards,

Michael Sottolano, Esq.

SWVA-CAI, President

Community Matters

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September 2021 Newsletter

The deadline for submission of advertising, articles, announcements, or other newsletter content for the September 2021 newsletter is August 15, 2021. Additional information in the Newsletter Content Policy on Pages 11 and 12.



A Message from the President

Chapter Members,

I write today on behalf of the SWVA-CAI Board of Directors to announce the sad news that Treena Gibson-White, the Chapter's Executive Director, has advised the Board that she will be resigning her position as CED, effective no later than the end of this year. Treena is one of the founding members of SWVA-CAI, served two terms on the Chapter's Board of Directors, and has been the Chapter's CED for the past nine years. Her hard work, tenacity, boundless energy, and enthusiasm were instrumental to the Chapter's formation and have been vital to its growth and success.

Treena requested we pass along the following statement regarding her resignation:

I want to thank the many supportive business partners and the members who have made our Chapter the success it is today. It took incredible people like you to make our Chapter's vision a reality. Our vision in starting the Chapter was to promote education on a local level. When starting any nonprofit, the goal is to make it financially sustainable, continue the growth of new members and offer new networking opportunities for everyone involved. It has been amazing to watch it unfold from the ground up and I am thankful to have been a part of this incredible endeavor. Although I am stepping down as the CED. I will continue to be an educational advocate for our industry and look forward to seeing the Chapter grow and thrive.

On behalf of the Chapter's Board of Directors, I want to like to thank Treena for her energy, dedication, support, and service to our Chapter and the Common Interest Communities industry. We also want to thank Treena for agreeing to remain at the helm of the Chapter while we search for a new CED and to help ensure a smooth transition of leadership.

The Board of Directors is currently searching for a new Chapter Executive Director and more detailed information regarding this position will be posted on the Chapter's website soon.

If you would like to reach out to Treena personally, please email her at Tgibson@caiswva.com

We want to thank all of you for your support during this exciting time of growth and transition.

Sincerely,

Michael Sottolano

President, Board of Directors,
Southwest Virginia Chapter CAI

Upcoming Events...



June 18, 2021

Legal Updates

Virtual Coffee Talk

10:30 AM – 12:30 PM

2 CE, Online via Zoom.

\$25 Member / \$35 Non-Member

Presented by Michael Sottolano, with Chadwick, Washington, Moriarty, Elmore & Bunn PC

Training will provide helpful information regarding how to protect against a successful Fair Housing claim. **RSVP Required**



2021 Committees

Communication Committee:

Recruiting

Legislative Action Committee (LAC):

Jerry Wright,
Chairman

Social Committee:

Recruiting

Membership Committee:

John Byers,
Chairman

* Contact info@caiswva.com if interested in getting involved with the Communication Committee or if you'd like to join any other committee.

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**Part Time Employment Opportunity
Chapter Executive Director**

Regional based non-profit association seeks dynamic executive director to lead an association with a growing membership of 124 members, volunteers and business partners.

Job Summary: The Chapter Executive Director (CED) is responsible for implementing the Chapter's mission and goals, directing the daily activities, and overall administration of Chapter operations. The CED must possess highly developed interpersonal communication and negotiation skills and a demonstrated capacity to build and maintain relationships with diverse communities, volunteers, organizations, government, media, and other interests. The CED is the face of the Chapter and should promote the growth and inclusion of current, new, and potential members.

Skills and Qualifications: The successful candidate is a self-starter with strong communication, administrative, motivational, problem-solving and interpersonal skills. A leader who will work effectively with volunteers, committee and board members and provide strategic direction for the organization. Must possess excellent time-management, event planning, and organizational skills, be able to work under pressure and meet deadlines, and be able to implement strategic initiatives and objectives. Must also have a designated work-space at home and be able to plan, travel to, attend and direct Chapter events in the Southwest Virginia area. Physical ability to move moderately heavy boxes and materials. A working knowledge of office technology, including application of computer programs; web-site development and HTML experience is highly desirable.

It is preferred, but not required, that candidates for this position have prior experience in fundraising, public speaking, public relations, membership relations, financial management and marketing. Candidates must be familiar with how to develop a budget and should be familiar with publication management. Candidates must write well, have an eye for editing, be able to communicate, delegate, coordinate and perform Chapter work effectively.

Requirements for Consideration: It is preferred, but not required, that candidates have a bachelor's degree or commiserate work experience (a Certified Association Executive (CAE) designation is highly preferred); however, the Chapter's volunteer board of directors is in the position to teach and assist a motivated candidate. Two to five years of prior experience in a management or supervisory position, ideally in a non-profit association or trade group management, is preferred.

For immediate consideration, please forward your resume, cover letter, and salary requirements to: info@caiswva.com. Accepting applications through **June 15, 2021**.

About Southwest Virginia Chapter Community Associations Institute

CAI is the only national organization dedicated to fostering responsive, competent community associations. SWVA-CAI is the primary organization in the Southwest Virginia region dedicated to fostering vibrant, responsive and competent community associations. Our Chapter serves the educational, business, advocacy and networking needs of community associations and industry professionals in the regions within Southwest Virginia. Members include condominium, cooperative, and homeowner associations as well as those who provide services and products to associations. Our purpose is to provide education, advocacy, and networking opportunities to the Association's members, as well as industry leaders, common interest community associations, boards of directors, public agencies and interested members of the general public in the Southwest Virginia area in the form of seminars, public forums, networking socials and producing publications. Visit our web site for additional information: www.caiswva.com.

This job description should not be interpreted as all-inclusive but is intended to identify the major responsibilities and requirements for the position. The CED may be required to perform job-related responsibilities and tasks other than those stated in this job description commensurate with the needs of the Chapter. The position and requirements may be redefined or restructured in the future to meet the needs of the Chapter. SWVA-CAI is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.



Why proactive annual lake and pond management is better for the environment and your wallet

Written by: Marc Bellaud, Aquatic Biologist at SOLitude Lake Management

It's no secret that taking care of our environment is important, but it goes beyond that. Science suggests that the preservation of our water resources is a key factor in our health and happiness; memorable experiences and time spent around the water lead to a greater sense of peace and connection to the world around us.

Much like the human body, when a lake or pond is 'young,' it typically requires less effort and funds to keep it healthy and functional. But a lifetime of neglect can lead to premature aging and serious imbalances. These can arise in a multitude of ways and may lurk unnoticed beneath the water for many years before they manifest.

- Disregarded plant matter and debris can clog and damage stormwater equipment and increase the risk of dangerous flooding
- Harmful Algal Blooms can create toxins that may harm aquatic animals, pets, and humans
- Invasive plants like Phragmites can take years of dedicated treatments to successfully eradicate
- Invasive animal species like armored catfish, bufo toads, and quagga mussels can out-compete beneficial native species and pose significant challenges and costs to remove
- Shoreline instability can cause expedite lake and pond "aging" and endanger others
- The accumulation of muck and sediment over time can reduce depth and volume - with costly and invasive dredging oftentimes being the only solution

The number of tools necessary to restore an imbalanced lake or pond depends on many factors, and the benefits can be fleeting if not done consistently. That's why year-round maintenance is key. To begin developing an annual management program, aquatic specialists conduct preliminary assessments that examine the biological, physical, and chemical properties of the water. Detailed visual inspections and baseline water quality tests provide valuable insights into the overall health of the waterbody and establish an important foundation of data to inform future management decisions.

The most effective programs lean on cutting-edge technologies, comprehensive data collection, routine laboratory analysis, and premium services like nutrient remediation, algae ID, biological augmentation, oxygenation, and erosion control solutions that help stakeholders achieve the trifecta of health, functionality, and beauty. And these solutions are underscored by the guidance and expertise of scientists who specialize in freshwater management.

Lakes and ponds exhibiting more mild issues or those with budgetary limitations can still be supported by the basics like periodic visual monitoring, nuisance vegetation control, buffer management, and decorative pond dye. These ongoing efforts help lay the groundwork until more advanced solutions come into the picture.

Lakes and ponds are an investment, but the upfront costs to kickstart your management program will help to reduce expenses that are often much larger and more concerning down the road. While every aquatic ecosystem has different needs, they all benefit most from comprehensive maintenance strategies supported by the most effective and sustainable technologies available to us.

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Get down to business: Try Advertising

“Are you a business looking to open the doors to prospective customers and contacts in the community association industry? Do you desire to reach a captive audience that may be looking for services that your company offers? Advertise with us and we will help you get the job done. For more information on availability, rates, and specifications, please contact info@caisw.com”



Newsletter Content Policy

All submissions of announcements for publication in the SWVA CAI Chapter *Community Matters* newsletter are subject to the following guidelines:

- All subject matter must be related to industry related news such as education, certification, promotions, employment changes, Chapter related news, other important or unusual event news, member related news or similar.
- Announcements are only accepted by CAI affiliated community association volunteer leaders, managers, business partners and other industry related sources.
- Each announcement should not exceed 60 words.
- Announcements are to be submitted by the deadlines set for article submissions.
- Anonymous, second-hand or forwarded announcements will not be published.
- Publications are subject to space availability.
- SWVA CAI reserves the right to edit announcements.
- Announcements of activities must be within the past 3 months in order to be published.
- The views of authors expressed in articles appearing in the SWVA CAI *Community Matters* newsletter do not necessarily reflect the views of CAI.
- CAI assumes no responsibility for the statements and opinions of the contributors to this publication.
- The publisher is not engaged in rendering legal, accounting or other professional services.
- An acceptance of advertising does not constitute endorsement of the products or services offered.
- We reserve the right to reject any advertising copy.
- Submissions of articles and announcements are welcomed with the understanding that such material is subject to editing for content and for space limitations.
- References to a website, email addresses, telephone numbers, and similar may only be included in advertisements.

ADVERTISING RATE & SPACE RESERVATION FORM

	Size	Width	Height	SWVA—Member Rate	SWVA—Non-Member Rate
<input type="checkbox"/>	1/16 Page	3 1/4"	3/4"	\$25.00	\$31.25
<input type="checkbox"/>	Business Card	3 1/2"	2"	\$50.00	\$62.50
<input type="checkbox"/>	1/8 Page	2 1/4"	3 1/2"	\$75.00	\$93.75
<input type="checkbox"/>	1/3 Page Square	5"	5"	\$100.00	\$125.00
<input type="checkbox"/>	1/3 Page Vertical	2 1/2"	10"	\$100.00	\$125.00
<input type="checkbox"/>	1/4 Page Vertical	3 1/2"	4"	\$87.50	\$109.50

Contact Name: _____

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Please forward your artwork in **JPEG** format. If applicable, please send company logo in separate **JPEG** format.

Please make checks payable to: **CAI SWVA** and mail to P.O. Box 21391, Roanoke, VA 24018

Send ad copy to: **admin@caiswva.com**

Terms and Conditions: The SWVA Chapter of CAI reserves the right to reject any ad that does not meet the publication's standards. We assume no responsibility for lost or damaged copy or artwork. Ad copy and payment must be received by the deadline date to guarantee inclusion. Payment is due with your ad space reservation form sent to the Chapter office above. Location of ads within the newsletter are subject to space limitations.

CAI—SOUTHWEST VIRGINIA CHAPTER 2021 BOARD OF DIRECTORS & CED

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