



# ARKANSAS APARTMENT ASSOCIATION

## Central Arkansas Radiation Therapy Institute

For more than 30 years CARTI has been bringing the fight to cancer through cutting-edge research, extensive patient outreach and education, not to mention some of the most advanced forms of radiation therapy in the world.

By providing a level of care that is second to none in the region, CARTI patients are surrounded by some of the country's most recognized physicians and staff and some of the most caring hearts you'll ever find.

With advanced technologies and first-class patient care, CARTI will continue to advance in the battle against cancer in the decades to come.

### CARTI Foundation

The CARTI Foundation exists with the purpose of helping CARTI continue a legacy of caring for and serving cancer patients in Arkansas and surrounding states.

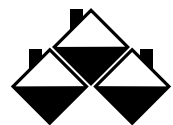
The Foundation represents the very core of CARTI's dedication to providing the best and most compassionate care available.



## WANTED: Gift Baskets and Donation Items

For the Arkansas Apartment Association 8th Annual Golf Tournament benefiting CARTI

We're giving our members the chance to win a prize for donating fun gift baskets for our silent auction at the Arkansas Apartment Association's 8th Annual Invitational Golf Tournament benefiting CARTI to be held on Friday, September 12th at Stonelinks Golf Course in North Little Rock. So let your creative juices flow! Prizes will be awarded in several different categories, such as "Most Creative", "Most Valuable", "Best Theme", "Best Sports Theme", etc. Not only is this a chance to help out a great cause and have fun doing it, but you will also benefit by having your name displayed on the AAA website, flyers and other marketing material for this event. **You can drop off your basket or items at Apartment Hunters located at 1101 S. Bowman Rd, Suite #A4.** Please contact Jamie at 501.664.8300 or [information@arapartments.com](mailto:information@arapartments.com) for more information.



### Arkansas Apartment Association

P.O. Box 250273  
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APARTMENT ASSOCIATION

# ARKANSAS



### Arkansas Apartment Association

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## Arkansas Apartment Association Teaming Up with CARTI



The Arkansas Apartment Association has chosen to team up with the CARTI again this year as our beneficiary of the 2008 Golf Tournament. We have met some wonderful people through this organization and hope to continue to work with this group for years to come. The winning tradition that has come to define the CARTI name began in 1976 as a cooperative effort between Baptist Medical Center, University of Arkansas for Medical Sciences, Veterans' Administration Hospital and St. Vincent Infirmary Medical Center in Little Rock.

It was that spirit of cooperation and dedication to the common good from which Central Arkansas Radiation Therapy Institute (CARTI) was created. From the very beginnings in Little Rock to the present day, freestanding, not-for-profit health-care organization we are today, the CARTI mission has always been to promote the finest quality radiation therapy and compassionate patient care and to continue to improve our level of care through education and research. And we are as dedicated to serving Arkansas and the surrounding states as any you'll find. The range of services provided by CARTI is far greater than just leading-edge radiation therapy. In fact, we provide a number of services outside the lines of actual treatment, which enable us to treat more than just cancer. CARTI believes very strongly in caring for the patient as a whole, including a devoted concern for each patient's physical, emotional and financial wellbeing. These include patient services, support services, prevention materials, education, and follow-up, regardless of the ability to pay. All of these qualities add up to create a winning reputation that guarantees everyone leading edge radiation therapy and a nationally renowned level of care.

## 2008 GOLF TOURNAMENT

Our 8th annual golf tournament is to be held Friday, September 12th, 2008 at Stonelinks Golf Course in North Little Rock. Proceeds will benefit the CARTI Foundation again this year. Please contact Jamie at 501.664.8300 or [information@arapartments.com](mailto:information@arapartments.com) to sign up for a team or sponsorship.

The Luncheon will be at 11:30 am. Bobby Lloyd, from Lloyd's Carpet World, Inc. will be cooking again this year. Thank you Bobby for your continued support and WONDERFUL food! Tee off will be at 12:30 pm. This will be a four person scramble. Lots of prizes are available, including a \$10,000 hole-in-one! Trophies will be given as well to the top two teams in each flight.

Hope to see you there for golf, lunch or just for fun!



## Coming Soon....Place YOUR Vote for the Best in the Business

Nomination forms for The Pinnacle Awards will be handed out in a few months. The Pinnacle Award Winners will be announced at the awards ceremony to be held December 10th at the Crowne Plaza. The luncheon will be FREE to all members. Look for more information coming soon. Sponsorships are still available. This is a wonderful opportunity to gain recognition among the membership. There are a lot of marketing opportunities here.

Contact Jamie at [information@arapartments.com](mailto:information@arapartments.com) for more information.





# APARTMENT ASSOCIATION ARKANSAS



## Change Their Minds

By Mel Kleiman

To encourage employees to move in a new direction and keep the company moving forward, managers must embrace the source of resistance and be willing to retrain.

Most people have an innate, instinctual aversion to change. However, like everything else in contemporary life, the apartment industry is being affected by unprecedented changes in demographics, changes in technology and, most importantly, changes in the way people live their lives, the communities they choose to belong to and the ways they communicate.

Additionally, in the increasingly technologically driven society, new software packages and electronic devices come to market every month while information and knowledge double every 24 to 30 months. The situation may be reaching the breaking point.

For apartment industry leaders and managers, dealing with this nearly universal reluctance to change always has been a challenge, but today, the pace of change seems to have outstripped employees', residents' and even leaders' abilities to cope.

Still, improvements and innovations are the lifeblood of enterprise, and business leaders need to be able to successfully introduce and manage change.

No Pain, No Gain

Think it's too much work, time and trouble? Then the only way to get a supportive, responsive staff is to hire people who are trainable and amenable to change—people who enjoy learning and doing new things. An organization adapts to change more readily when the company is filled with flexible people—and so do residents.

**To build a flexible, responsive staff, ask these questions during interviews:**

1. What is the last thing you learned?
2. How did you learn it?
3. What do you like learning?
4. How do you learn best?
5. What were the last two big changes in your life and how did you handle them?

When conducting interviews, don't make the common mistake of stereotyping job applicants by age. Contrary to popular belief, some young people are resistant to change and some older people are not.

People in their 20s and 30s grew up with rapidly changing technologies and adapt most readily, but there are exceptions. There are also older people who enjoy and actively pursue changes, especially in technology.

When it gets down to the nitty-gritty of training existing staff in new processes, equipment or skills, consider the following for the best results:

- Paint the big picture. Stress why the change is being introduced, why it's important, what the benefits and risks are, how the change will affect the organization and why the people who will implement the change are vital to the program's success.

- Conduct the training. Ensure instruction is presented in a variety of formats including lecture, reading, videos and hands-on practice because some people are auditory learners and some are visual. Where possible, break the training into bite-sized pieces with time set aside to practice between classes.

- Reward participants. Print personalized certificates of completion, give gift cards or write personal notes to thank participants.

Retrain to Retain

Once the innovation is in full swing, implement a temporary quality-control program. This will measure how effective the training was. If many people still aren't "getting it," find out why and retrain.

If only one or two people are having trouble, try retraining. If this doesn't solve the problem, add either a positive or negative incentive - a "reward" or "punishment."

When an employee isn't doing something right, the first time is probably because of a lack of training. The second time is because of a lack of motivation. The third time means it is a bad habit with all its related problems.

An ongoing training program—continuing education for all employees - reduces employee turnover and boosts profits because of the resulting increase in job satisfaction and motivation as well as the improved efficiencies in processes and an increased capacity to adopt new technologies and methods.

Continuing education does not need to be complicated or expensive. Managers can offer training through full - or partial-tuition reimbursement and can take advantage of state and federal government training programs that are inexpensive or even free.

They also can look into books, training films, online courses, Webinars, teleconferences and specialists who will train on site. If funding is an issue, managers can give the company's best people 10 minutes in the weekly meeting to show and tell others how they do what they do. Job rotation or cross-training is another great, low-cost way to keep work interesting for all. After employees go to a class or seminar, managers might consider asking them to teach others what they learned.

Mel Kleiman, CSP, is a Certified Speaking Professional and President of Humetrics, LP. Kleiman is the author of "Hire Tough, Manage Easy-How to Find and Hire the Best Hourly Employees." He can be reached at 713/771-4401 or [www.melkleiman.com](http://www.melkleiman.com).

### Success in Change

The most common mistakes managers make when trying to introduce change into any organization are based on one or two missteps:

1. The people leading the change effort are so convinced of the long-term benefits and guaranteed return on investment that they fail to grasp the fact that the paybacks are not as patently clear to everyone the change will affect.
2. The change is introduced as a "fait accompli." In this case, the leadership fails to get buy-in and support. Successful changes start as proposals and then move to the pilot project stage, soliciting feedback that is taken seriously throughout.

Even when those mistakes are not made, managers would be wise to understand why change invariably meets resistance

- Though they may try to hide it, some people are afraid they won't be able to learn the new skill, procedure or technique. (Some may be right about that.)

- Those affected haven't been convinced that the risks of continuing to do things the old way far outweigh the risks associated with the change. (In this case, the reasons for the change need to be spelled out clearly.)

- The change may threaten job security when improved efficiencies promise to lighten workloads. (This rarely proves to be the case.) Managers should always remember to "pre-sell" the idea and solicit feedback to minimize resistance.

### 5 Steps to Program Conversion

1. Determine the company's needs. Which kinds of training programs best address current and future company needs and provide the biggest payback?

2. Choose quality instructors and materials. Whom managers select to conduct any training will make a difference, whether it's a professional educator or a knowledgeable staff member.

3. Clarify connections. Some employees may feel that the training isn't relevant to their jobs. Help them to understand the connection early on so they don't view training as a waste of time.

4. Deliver onsite training in small bites. One to two hours each week gives people the opportunity to practice what they learn on the job right away.

5. Measure results. Decide how to obtain an acceptable rate of return on the training investment. Determine what kind of growth or other measure is a reasonable result to expect from the training.

-MK

## Up Coming Events

### August

8/22 - General Membership Luncheon

**MEETING IS ON A FRIDAY**

Speaker: Ron Routh

Dale Carnegie

Topic: Can We Motivate You?

CAM Installation

Property Manager Trivia Game

Crowne Plaza 11:30 am

Sponsored by: Crawford, Smith & Sharp, LLC

General Contractors



### September

9/12 - Golf Tournament

Stonelinks Golf Course

Sponsorships are Needed

Proceeds to Benefit CARTI

Call 664-8300 for more information

9/25 - Property Tour Breakfast

The Palisades at Chenal

Sponsorships are needed

## AAA Paperwork

We now have pick up points available in centralized locations for Little Rock and North Little Rock, where you will be able to pick up AAA Leases, Applications, etc. Please contact Jamie at 501.664.8300 or [information@arapartments.com](mailto:information@arapartments.com) for more information or to order paperwork. Delivery of paperwork is available for an additional fee.

## Trying to Contact the AAA Office...

### Please Leave A Message

In an effort to save the organization money, we closed our physical office about two years ago. The phone, 501.664.8300, has been hard-wired to the answering service since that date. The messages are faxed directly to Jamie the same day. If you need to get a hold of Jamie, please leave a message, she will return your call. You can also email Jamie at [information@arapartments.com](mailto:information@arapartments.com) for information or leave a phone number if you need her to call. We normally do not call back RSVPs, if you RSVP and need to be called, please let the answering service know.



## Thank You for ALL You Do!

The Arkansas Apartment Association would like to thank Shatoria Daniels with Capitol Hill Apartments for all of her hard work and dedication to our organization. Shatoria is our secretary this year, she has also served on the membership committee. Thank you for your continued support.

## Maintenance Corner

Sign up for a FREE Subscription to the HVAC Insider. Forms are available online at [www.hvacinsider.com](http://www.hvacinsider.com) or by emailing Jamie at [information@arapartments.com](mailto:information@arapartments.com).

## GoGetters Club

Are you a GoGetter? Keep referring new members because at the end of the year the person with the most referrals will receive \$500.00. Also, we want everyone to get an inactive member involved, so let's keep the momentum up and remember at the end of the quarter whoever refers the most inactive members to a luncheon will receive a \$75.00 gas card from Apartment Hunters! Keep up the good work! If you have any questions please email Jennifer Gulledge at [jennifer@liveatthegrove.com](mailto:jennifer@liveatthegrove.com).



## The Redbook Advertising Opportunities

The Redbook is a reference guide for properties to use for legal notices and issues. As well as information about the state & federal laws that affect multi-housing owners and managers in the most typical situations. This is a wonderful opportunity for our suppliers to advertise in a tool that is used at many properties.

Each ad will be placed in the Redbook on a first come, first serve basis. All ads will be placed for a 12 month period. You will be contacted within 10 months of date of your contract to renew your ad for another year. The Back Cover as well as full and half page ads are available. The full and 1/2 page ads will be on tabbed inserts that are of heavier weight than the pages for the Redbook itself. Please contact Jamie at [information@arapartments.com](mailto:information@arapartments.com) for more information.

