

**2011 EMPLOYEES**  
**OF THE YEAR**

Each year, Menas staff chooses one Community Manager and one Support Staff member



Employees of the Year for 2010:

**Manager of the Year – Shari Simpson**

Shari got her start in Common Interest Development Management through a friend in the industry seven years ago, and she's been with Menas Realty ever since. She found that working in CID Management allows her to tackle many different challenges on a daily basis. She loves coming up with solutions to assist the Boards of Directors and homeowners of the associations she manages, ultimately helping everyone she works with to improve the quality of life in their respective communities. After years of honing her management skills, Shari was promoted to Senior Manager, and she uses these years of experience to oversee three other managers all while maintaining a portfolio of associations of her own. Her outstanding leadership and warm personality are commended by her Board members and co-workers alike. Shari lives near the beach, and in her off time she loves to bask in the sun while reading her favorite books. She grew up riding and showing horses, and can be found announcing for horse shows on the weekends. Shari is a third

generation native San Diegan, and she also enjoys the easy gardening that comes with the beautiful weather in her home town.

who exemplify the standards of customer service and truly live up to our mission statement. This year, we are proud to announce our

generation native San Diegan, and she also enjoys the easy gardening that comes with the beautiful weather in her home town.

**Support Staff Member of the Year – Melina Rodriguez**

Melina is one of the unsung heroes of Menas Realty Company. As the backbone of the Maintenance Department, Melina has the substantial task of handling critical maintenance issues and the upset homeowners that come with them! She works tirelessly to assist Community Managers and homeowners, and she is most satisfied when she can develop a rapport and ease the frustrations of troubled homeowners. With over 5 years of experience in maintenance, Melina has proven to be one of Menas' most valuable employees. She's not just a star on the Menas team though...Melina is also an all-star skater and trainer with the local roller derby team, the San Diego Derby Dolls! In addition to skating, Melina enjoys running, rock climbing, and cooking delicious vegan meals.

**DIRECTOR OF**  
**COMMUNITY MANAGERS**

During the last year, our management staff has been enriched by the addition of Cherie McColley as the Director of Community Managers. The position of DCM was created not only to provide experienced mentoring to all of Menas' management staff, but also to facilitate smooth interactions between the management staff and their administrative assistants. Directly reporting to the DCM are 3 Senior Community Managers: Leticia Gonzales,



Becky Burchard and Shari Simpson, as well as the head of the Administrative department, Kelly McFarlane. Since the Community Managers and their Administrative Assistants work so closely with one another, having one direct supervisor overseeing both departments minimizes inter-departmental difficulties and maximizes cooperation, communication and efficiency. The Director of Community Managers also acts as the point-of-contact for Board members or homeowners who may have concerns about the service they receive.

Cherie McColley brings over 25 years of experience to the position of Director of Community Managers at Menas Realty. She has been working in the industry since 1985, spending 17 years as the VP of Management for one of San Diego's largest management companies. In addition, she is a member of the Board of Directors for the California Association of Community Managers where she has served for 8 years. Cherie returned from an early retirement to join the Menas staff in 2009 and her experience has proven to be an invaluable resource to the Menas team.

## **YOUR COMMUNITY WEBSITE**

Community websites are up and running and are now available through Menas Realty. Your own personalized website will offer:

- News items
- Club or Committee pages
- Full-featured document library for CC&Rs, Rules & Regs, etc.
- Message boards
- Classified ad boards
- Online facility reservations system
- Online events calendar with email reminders
- Email blast capabilities to send bulletins out to the community
- Photo albums
- Resident Directory
- Service provider directory

Aside from centralizing all of your community's business into a secure online location for those within the community, an HOA website also allows prospective owners to educate themselves about a community and its interaction with the Community Association before making a decision to purchase property and move in. Providing a viable platform for efficient communication is a crucial part of giving a community an identity. Community Association websites are the sole solution to inter-community communications that combine cost-efficiency, functionality, and technology.



Statistics show that Community Associations that have a high usage website generally are more cohesive and organized than those who do not. Depending on the type of residents that live in their community, many Homeowners find that the social benefits are the true value of a website, far beyond even the business processes enhancements. Ask your Community Manager how to get started on your website today.

### **THE MENAS DIRECTORY**

President, Julie Menas.....	Ex 31
Director of Community Managers, Cherie McColley.....	Ex 38
CFO, Blake Fillmore.....	Ex 25
Controller, Vicki Harris.....	Ex 17
Maintenance, Melina Rodriguez.....	Ex 28
Delinquency Department, Loreen Vertifueille.....	Ex 30
Escrow Dept, Jo Whiles.....	Ex 21
Accounts Receivable, Jessica Walker.....	Ex 12
Accounts Payable, Rita Miclat.....	Ex 22